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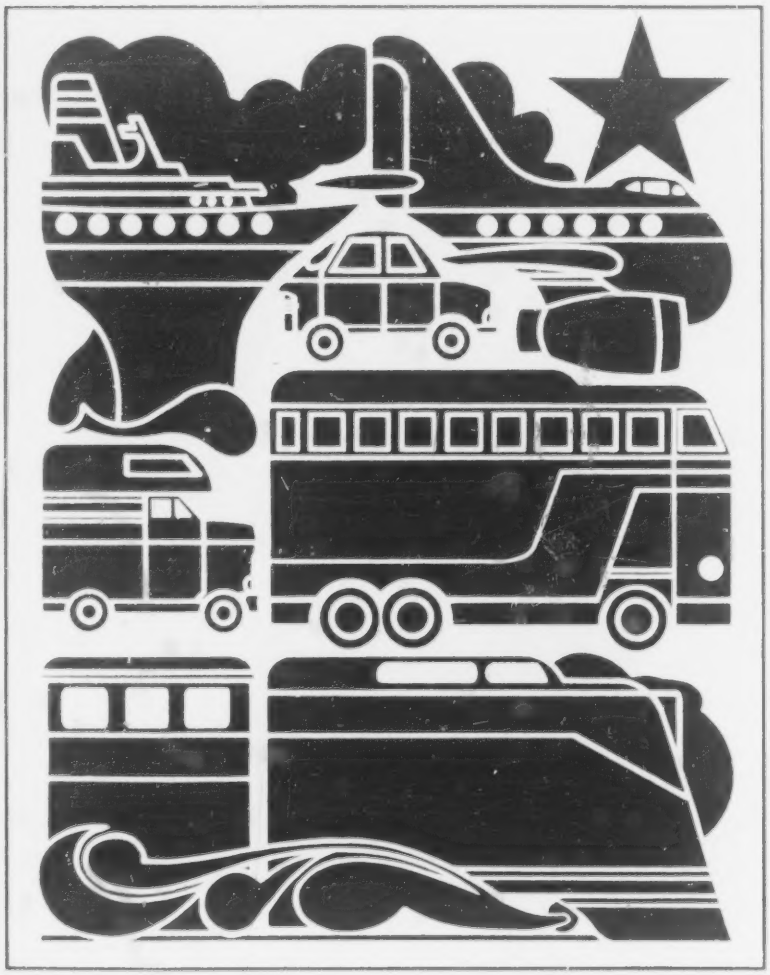
1987 Travel Executive Briefing



A National Travel Survey Summary

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

1987
TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

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The US Travel Data Center is the national, non-profit center of travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

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1987 TRAVEL EXECUTIVE BRIEFING: A NATIONAL TRAVEL SUMMARY

EXECUTIVE SUMMARY

* Up 6 percent from 1986, 1987 U.S. resident travel reached its highest level in the past seven years at 1,191.1 million person-trips.

* Every major travel segment included in this report increased in 1987, except for senior travel which fell 8 percent.

* The volume of business **trips** increased 13 percent (business **person-trips** increased 9 percent), more than any other type of travel. A trend toward combining business, which reached 157.5 million, with vacation time may have contributed to the large increase in business travel.

* 1987 weekend travel (559.4 million person-trips), along with business travel, had the largest increase (9 percent) of any travel type measured in person-trips.

* Younger Americans appeared to be more active weekend travelers than U.S. residents over 35. In 1987, 55 percent of all person-trips taken by the 18-34 age segment were considered to be weekend trips compared to 42 percent for the 35-54 age segment and 41 percent for seniors.

* Forty-seven percent of the 636.3 million trips taken by U.S. residents in 1987 involved hotel stays of at least one night. The 300.8 million hotel trips in 1987 were more likely to involve travel by air, travel agents and business purposes than all trips taken that year.

* Despite problems associated with deregulation, air travel climbed 57 percent above its 1980 level to 239.9 million person-trips in 1987.

* The South-Atlantic census region was clearly the most popular destination choice (20 percent), followed by the Pacific (15 percent) and the East North Central census regions (12 percent).

* The East North Central census region generated 58.6 million more person-trips than it received, producing the largest number of U.S. residents traveling to destinations outside their census region of origin.

* Americans were most likely to travel by automobile, on vacation trips, without children and for pleasure reasons during 1987.

* Affluent Americans (residing in households with annual incomes of $40,000 or more) were more likely to travel for business reasons, be air passengers, travel longer distances, patronize hotels, use rental cars and consult travel agents than non-affluents.

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INTRODUCTION

Since 1979, the US Travel Data Center has conducted a monthly National Travel Survey to provide timely and relevant information on major trends in American travel activity. Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This full year report and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

Designed as a summary of information about annual travel, this 1987 TRAVEL EXECUTIVE BRIEFING is supplemented by the 1987 TRAVEL MARKET CLOSE-UP which offers more detailed trip, person-trip and demographic data than are available in the BRIEFING.

Encompassing the calendar year, this 1987 TRAVEL EXECUTIVE BRIEFING measures travel by person-trips and trips. The trip unit measures the number of times one or more household members travels 100 miles or more away from home. The person-trip unit also measures the number of times one or more household members travels 100 miles away from home, but also accounts for the number of household members on the trip. For example, if a respondent travels with two other members of his or her household, one trip and three person-trips are counted. More detailed definitions of this and other terms used in the report are in "Appendix A: Glossary of Terms."

Because the sample for the National Travel Survey is representative of the contiguous United States adult population, data from this report are limited to travel by U.S. residents to domestic and international destinations. This report does not include data on foreign visitor activity in the U.S.

FACTORS INFLUENCING TRAVEL

The 1987 Economy

The American economy continued to expand in 1987 for the fifth consecutive year as the nation's output of goods and services, disposable income, corporate profits and employment all increased from the previous year. Despite the "stock market crash" on October 19 which raised concerns over a possible recession, the economy of 1987 performed better than expected and appeared to be stronger overall than in 1986.

As indicated in Table 1, growth in the broad measures of business activity continued during 1987. Corporate profits increased over 10 percent in 1987, indicating businesses were in a better position to afford travel. Employment growth also picked up in 1987, as 2.8 million more jobs were added to the U.S. economy, allowing the unemployment rate to decline to its lowest level of the decade.

TABLE 1: OVERALL U.S. ECONOMIC INDICATORS, 1987-86
(Percent Change From Previous Year)

Measure	1987	1986
Real GNP	+3.4%	+2.8%
Payroll Employment	+2.8	+2.1
Corporate Profits After Tax	+10.1	+1.6
Disposable Income	+6.3	+6.4
Personal Outlays	+7.2	+6.8
Consumer Price Index	+3.6	+1.9

Source: U.S. Department of Commerce, U.S. Department of Labor

The rate of inflation in consumer and travel prices increased along with GNP in 1987 when compared to 1986. As a result, even though disposable personal income growth was about the same as the previous year, the growth in real purchasing power was less than in 1986.

As shown in Table 2, travel prices rose 5.4 percent in 1987, the highest rate of travel price inflation since 1982. Potentially negative effects of increased travel prices on travel were, however, apparently offset by strong consumer spending patterns. As shown in Table 1, personal outlays* rose more than 7 percent in 1987, helping to make it a record year for travel.

TABLE 2: TRAVEL PRICE TRENDS, 1987-86
(Percent Change From Previous Year)

Measure	1987	1986
All Transportation	+ 4.3%	- 9.6%
Gasoline	+ 4.0	-21.9
Airline Fares	+ 4.9	+ 4.1
Other Intercity Transportation	+ 1.0	+ 9.4
Intracity Public Transportation	+ 2.6	+ 7.5
Lodging	+ 6.2	+ 3.7
Food and Beverages Away From Home	+ 4.0	+ 4.1
Entertainment	+ 5.5	+ 4.5
All Travel Prices	+ 5.4	+ 0.6

Source: US Travel Data Center's Travel Price Index

*Personal outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.

1987 Events

Jan 1: Most provisions of the Tax Reform Act of 1986 take effect.

Jan 4: Amtrak passenger train collides with three Conrail freight engines near Baltimore, injuring 170 and killing 16.

Jan 13: Texas Air will fold New York Air and People's Express into Continental Airlines on Feb. 1.

Jan 22: The Dow Jones industrial average continues a rally that pulled the index up nearly 250 points the first three weeks of 1987. Traders and analysts are puzzled by the accelerating bull market.

Jan 30: Texas Air slashes fares as much as 40 percent below Supersaver rates.

Feb 10: Eastern Airlines agrees to pay a $9.5 million fine levied by the Federal Aviation Administration which found 78,000 maintenance and safety violations in Eastern's operations.

Apr 24: Left-wing terrorists bomb a bus transporting U.S. servicemen. Twelve U.S. military personnel, four U.S. civilians and two Greeks are hurt by the blast which occurred outside of Athens.

May 27: The Federal Aviation Administration rejects a call from the National Transportation Safety Board to reduce air traffic during the approaching peak summer travel season. Concern about the adequacy and safety of the nation's flight control system had mounted as flight traffic increased and problems, especially of flight control staffing persisted.

Aug 16: Northwest Airlines MD80 bound for Phoenix, Arizona crashed shortly after take-off at Detroit Metropolitan Airport; 156 killed.

Oct 11: A Burma Airways plane crashes outside the central town of Pagan, killing all 49 people aboard, including 14 Americans.

Oct 12: Dozens of people are injured when an Amtrak passenger train, the California Zephyr, derails near Russell, Iowa.

Oct 19: The U.S. stock market crashes as the Dow Jones industrial average plunges an astounding 508.32 points in a frenzied, panicked selling. The crash marks the end of a bull market during which the Dow rose steadily from 776.92 in August 1982 to a high of 2722.42 in August 1987.

Oct 20-23: The Dow rebounds and dips in a roller-coaster week after the Oct. 19 stock market crash. The instability of the market spurs fears that a long-anticipated recession will come sooner and be more devastating than expected.

Oct 22: The world's attention is focused on the continuing U.S. deficit, because of its possible relationship to the stock market. President Reagan insists the economy is sound and announces he will enter into negotiations with Congress over the budget deficit.

Nov 1: Economists express surprise over minimal economic damage in the U.S. following the stock market crash. While some brokerage firms had suffered hefty losses, no financial institution has appealed to the federal government for help.

Nov 15: Continental Airlines DC9 crashes and flips over on takeoff from Denver's Stapleton International Airport; 28 killed.

Dec 4: More Americans than at any time since 1981 think the economy will worsen in the coming year, according to a Wall Street Journal-NBC News poll.

Dec 7: A Pacific Southwest Airlines commuter jet enroute from Los Angeles to San Francisco crashes, killing all 43 aboard, after a dismissed airline employee apparently shot his former supervisor and both pilots.

Dec 17: The Federal Aviation Administration orders airlines to require screening of all employees before boarding flights. The new rule stemmed from the December 7th incident with an ex-PSA employee.

Dec 19: The Korean government confirms that a Korean Airlines passenger jet that disappeared in late November had been destroyed by a bomb in a mid-air explosion near Burma.

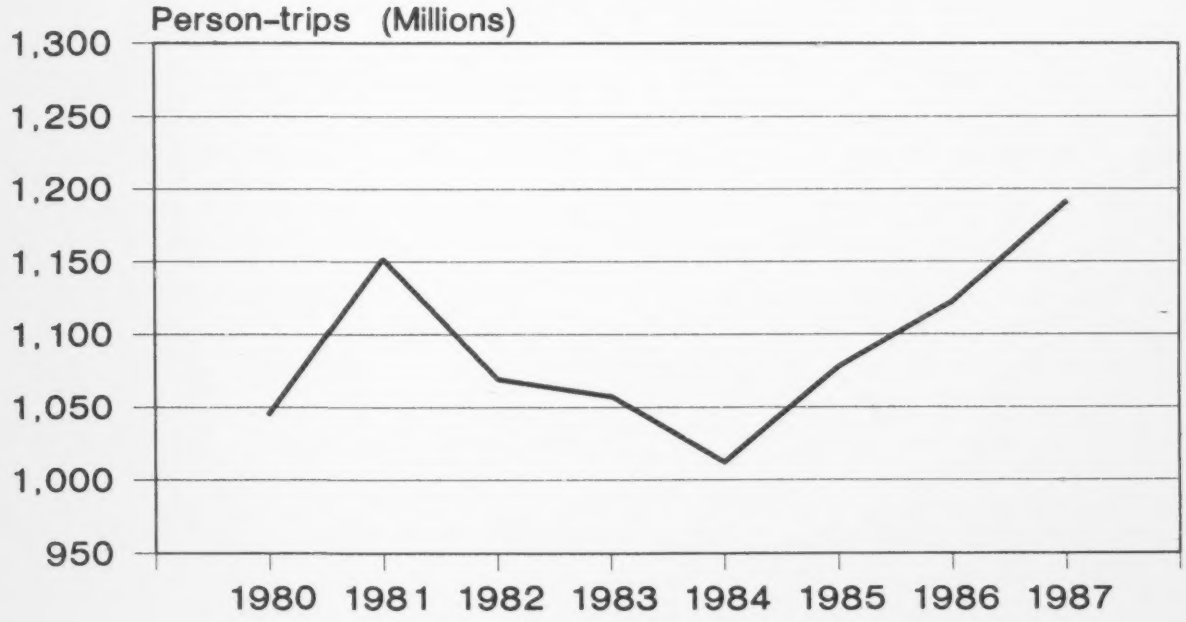
Dec 31: The U.S. dollar closes out the year at record post-war lows against the Japanese yen and the West German mark.

HISTORICAL TRAVEL OVERVIEW

Since the travel slump of 1984, total travel has steadily increased making 1987 the first year the number of U.S. resident person-trips surpassed the record level set in 1981. Up 6 percent from 1986, travel volumes rose to 1.19 billion person-trips in 1987. Travel growth outpaced U.S. population growth in 1987 which rose less than 1 percent in the same time period. In addition, travel growth surpassed 1984-86 population growth, indicating that travel increases may be attributed to more frequent traveling by the same people rather than to an increase in the actual number of Americans traveling. (See Table 3 and 3a for historical travel volumes.)

FIGURE: 1

VOLUME OF TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

TABLE 3: U.S. RESIDENT TRAVEL VOLUMES
1980-1987
(Millions of Person-trips)

	1987	1986	1985	1984	1983	1982	1981	1980
TOTAL	1191.1	1121.5	1077.6	1012.0	1057.8	1069.3	1152.0	1045.5
VACATION	775.2	752.4	728.7	689.8	642.3	660.2	737.5	646.9
PLEASURE	901.7	861.4	806.8	734.3	786.0	787.5	843.4	764.2
BUS/CVTN	206.2	189.0	185.2	156.1	146.4	152.4	160.1	149.5
WEEKEND	559.4	513.5	470.1	434.9	485.0	505.3	552.0	502.8
AUTO	889.4	832.1	797.7	794.0	839.8	881.5	966.2	836.5
AIR	239.9	231.0	217.3	174.5	174.2	144.9	146.5	152.4
SENIORS (55+)	220.5	237.8	214.6	187.1	206.3	202.8	221.0	N/A

TABLE 3a: U.S. RESIDENT TRAVEL VOLUMES
1980-1987
(Millions of Trips)

	1987	1986	1985	1984	1983	1982	1981	1980
TOTAL	636.3	592.3	558.4	528.2	540.9	537.3	587.2	500.6
VACATION	366.2	354.3	339.8	333.3	307.8	314.6	344.4	289.7
PLEASURE	444.9	415.2	384.4	351.0	371.5	371.7	393.8	342.8
BUSINESS/CVTN	157.5	140.0	133.3	114.5	103.6	101.9	115.2	97.1
WEEKEND	274.4	252.0	224.0	211.4	225.5	238.4	262.6	225.0
AUTO	433.7	405.6	376.1	380.9	396.1	415.7	460.7	371.4
AIR	160.7	143.4	140.5	118.8	116.2	94.6	101.3	102.4
HOTEL	300.8	264.3	239.3	229.6	220.0	210.3	N/A	N/A

Note: Data include U.S. resident travel to domestic and international destinations.
Source: US Travel Data Center's National Travel Survey

PROFILE OF THE 1987 TRAVELER*

Who were the Americans taking 1.19 billion person-trips in 1987?

As shown in Table 4, the typical 1987 traveler was married, 41 years old (average age); a homeowner; and had an annual family income of $30,000 or more (51 percent). Travelers typically lived in households with no children (62 percent) and were more likely than the adult population to live in a household with two or more wage earners.

Overall, American travelers tended to be more affluent and better educated than the total population. More than three in 10 travelers had household incomes over $40,000, compared to less than two in 10 of the total population. A larger percentage of travelers had completed college than the total population (30 percent vs. 19 percent) and one out of two travelers worked in white collar occupations compared to one out of three of the total U.S. adult resident population.

*Travelers are respondents who made one or more trips of at least 100 miles away from home. Travelers are only counted once regardless of how many trips were taken or how many people were on the trip.

TABLE 4: DEMOGRAPHIC CHARACTERISTICS OF ADULT POPULATION AND TRAVELERS, 1987

	Adult Population	Total Travelers*
Individual Characteristics		
Male	49%	51%
Female	51	49
Married	63	58
Not married	37	42
18-24 years	15	15
25-34 years	24	27
35-44 years	19	21
45-54 years	13	15
55-64 years	12	12
65-74 years	10	8
75 and over	7	3
Average Age	45	41
College complete or more	19	30
Graduate work	6	10
Total white collar	34	50
Professional/managerial	10	17
Blue collar	17	15
Retired	21	15
Household Characteristics		
Two people or less	55	52
Three people or more	44	47
Children in household	36	38
One wage earner	37	38
Two or more wage earners	39	48
Own home	64	68
Rent home	36	32
Less than $20,000	43	27
$20,000-$29,999	22	21
$30,000-$39,999	16	19
$40,000 or more	19	32

*Adjusted for non-response

1987 TRAVEL ACTIVITY

Travel trends emerging in the past few years continued in 1987 as business travel registered the largest increase (13 percent) followed by weekend travel (9 percent). Travel analysts have suggested that business travelers may be taking advantage of special weekend hotel rates and other special offers by combining a weekday business trip with weekend vacation stays at the same destination. The increase in both business and weekend travel may be related to the important trend of combining business with vacation travel. In another continuing trend, average round-trip distance dropped 5 percent in 1987, providing more evidence of the American tendency toward shorter and more frequent trips. (See Table 3)

Americans taking person-trips in 1987 typically traveled by car, truck or RV (76 percent), without children (83 percent) in an average travel party of 1.9 people. They traveled most often for pleasure purposes such as visiting friends and relatives, outdoor recreation or entertainment (76 percent), while 17 percent was classified as business travel. In total, 65 percent of 1987 travel was considered to be a vacation.

Fewer than one in 10 person-trips was a day trip (8 percent) and, on average, the overnight traveler was away five nights. 1987 travelers taking person-trips averaged 920 round-trip miles and were more likely to stay in commercial lodgings than with friends and relatives (44 percent vs. 39 percent).

The South Atlantic (20 percent), the Pacific (15 percent) and East North Central (12 percent) census regions were the three most popular destinations. The greatest number of person-trips originated in the South Atlantic (17 percent), East North Central (17 percent) and Pacific census regions (14 percent). (See Appendix C for definitions of census regions.)

TABLE 5: PERCENT OF TOTAL PERSON-TRIPS BY ROUND-TRIP DISTANCE, 1987 AND 1986

	1987	1986
200-299 miles	22%	21%
300-399 miles	16	14
400-599 miles	16	17
600-999 miles	16	15
1,000-1,999 miles	14	14
2,000 miles or more	11	13
Outside U.S.	5	6
Total	100%	100%
Average (miles)	920	970

TABLE 6: PERCENT OF TOTAL PERSON-TRIPS BY MODE OF TRANSPORTATION, 1987 AND 1986

	1987	1986
Auto/truck/RV	76%	75%
Airplane	20	21
Bus	2	2
Train	1	1
Other	1	1
Total	100%	100%

Base: 1,191.1 million person-trips (1987)
1,121.5 million person-trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 7: PERCENT OF TOTAL PERSON-TRIPS BY TRIP DURATION, 1987 AND 1986

	1987	1986
No nights	8%	8%
One night	11	11
2 to 3 nights	40	38
4 to 9 nights	30	30
10 nights or more	12	12
Total	100%	100%
Average (if any)	5.0	5.2

TABLE 8: PERCENT OF TOTAL PERSON-TRIPS BY TYPE OF LODGING*, 1987 AND 1986

	1987	1986
Home of friends/relatives	39%	41%
Hotel/motel/motor hotel	44	43
Rented cabin/condo/vacation home	4	4
Owned cabin/condo/vacation home	3	3
Camper/RV/tent	6	5
Other	2	2
No nights	8	8

Base: 1,191.1 million person-trips (1987)
1,121.5 million person-trips (1986)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 9: PERCENT OF TOTAL PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, 1987 AND 1986

	1987	1986
Visit friends/relatives	37%	39%
Entertainment/outdoor recreation	39	37
Business/convention	17	17
Other	7	7
Total	100%	100%
Weekend trip	47%	46%
Vacation trip	65%	67%

TABLE 10: PERCENT OF TOTAL PERSON-TRIPS BY USE OF TRAVEL-RELATED SERVICES, 1987 AND 1986

	1987	1986
Rented a car	8%	8%
Package tour	5	5
Consulted travel agent	13	13

TABLE 11: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY SIZE, 1987 AND 1986

	1987	1986
One	52%	49%
Two	27	31
Three	9	11
Four	6	6
Five or more	6	4
Total	100%	100%

Base: 1,191.1 million person-trips (1987)
636.3 million trips (1987)

1,121.5 million person-trips (1986)
592.3 million trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 12: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, 1987 AND 1986

	1987	1986
One adult without children	52%	49%
Two or more adults without children	31	34
One or more adults with child(ren)	17	17
Total	100%	100%

TABLE 13: PERCENT OF TOTAL TRIPS BY ANNUAL FAMILY INCOME, 1987 AND 1986

	1987	1986
Less than $20,000	25%	27%
$20,000-$29,999	20	23
$30,000-$39,999	18	18
$40,000 or more	36	31
Total	100%	100%

TABLE 14: PERCENT OF TOTAL PERSON-TRIPS BY AGE, 1987 AND 1986

	1987	1986
Less than 18 years	15%	13%
18-24 years	12	13
25-34 years	22	21
35-44 years	19	18
45-54 years	14	12
55-64 years	10	12
65 years and over	8	10
Total	100%	100%

Base: 1,191.1 million person-trips (1987)
636.3 million trips (1987)

1,121.5 million person-trips (1986)
592.3 million trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

CENSUS REGIONS*

As shown in Table 15, the South Atlantic (Delaware to Florida) was clearly the most popular census region of final destination in 1987 (20 percent of total person-trips), followed by the Pacific at 15 percent and East North Central at 12 percent.

Not only was the South Atlantic the leading choice in destination regions, it along with East North Central produced the largest percentage of travel (17 percent) in 1987. The Pacific and Mid-Atlantic regions followed, with 14 percent of total travel originating in the Pacific and 13 percent in the Mid-Atlantic, as shown in Table 16.

TABLE 15: PERCENT OF TOTAL PERSON-TRIPS BY CENSUS REGION OF FINAL DESTINATION, 1987

New Eng	Mid-Atl	Sth Atl	E-S Cnt	E-N Cnt	W-S Cnt	W-N Cnt	Mtn	Pac	Out U.S.
3%	9%	20%	7%	12%	11%	8%	10%	15%	5%

TABLE 16: PERCENT OF TOTAL PERSON-TRIPS BY CENSUS REGION OF ORIGIN, 1987

New Eng	Mid-Atl	Sth Atl	E-S Cnt	E-N Cnt	W-S Cnt	W-N Cnt	Mtn	Pac
4%	13%	17%	6%	17%	12%	9%	6%	14%

The majority of travel to each census region originated in that same census region (intra-regional travel). West South Central had the highest percentage of intra-regional travel at 75 percent followed by the Pacific with 65 percent and East North Central (64 percent). Overall, the proportion of travel from one region to another was widely dispersed as shown in Table 17, which depicts travel from the nine census regions of residence to the nine regions of destination.

*See Appendix C for definitions of census regions.

TABLE 17: PERCENT OF PERSON-TRIP[illegible]ROM REGION OF ORIGIN TO REGION OF FINAL DESTINATION, 1987

	REGION OF FINAL DESTINATION								
	New Eng	Mid-Atl	Sth Atl	E-S Cnt	E-N Cnt	W-S Cnt	W-N Cnt	Mtn	Pac
(Millions)	39.3	102.8	240.7	86.9	145.1	128.0	95.3	112.4	171.2
Region of Origin									
New Eng.	50%	10%	3%	*	3%	*	*	2%	2%
Mid-Atl.	30	57	17	2	5	2	4	3	4
Sth. Atl.	11	16	54	26	7	3	4	2	3
E-S Central	2	3	9	26	7	3	3	3	2
E-N Central	5	7	11	23	64	6	19	13	3
W-S Central	1	2	3	17	2	75	3	5	4
W-N Central	1	1	1	4	9	6	63	11	3
Mountain	*	1	1	1	1	2	3	32	13
Pacific	1	2	1	1	1	2	2	29	65

Inter-regional Travel By excluding travel originating and concluding in the same census region, data in Table 18 show the net flow of travel from one census region to another (inter-regional travel). A plus sign indicates that a region attracted more travel than it produced and a minus sign indicates that a region attracted less travel than it generated.

The Mountain census region lead in attracting travel outside its own region in 1987, receiving 39.7 million more person-trips than it generated. The South also received more person-trips than it generated with the South Atlantic (35.1 million) and East South Central (13.7 million) regions earning the next highest rankings after Mountain.

Illinois, Indiana, Michigan, Ohio and Wisconsin (East North Central) were the top producers of travel to destinations outside their own region, generating 58.6 million more person-trips than they received. While the East North Central was the overall third most popular destination choice, it had the largest negative net flow when travel within its own region is excluded. New Jersey, New York and Pennsylvania (Mid-Atlantic region) were not far behind, producing 53.9 million more person-trips than they received.

TABLE 18: MILLIONS OF PERSON-TRIPS BY INTER-REGIONAL TRAVEL, 1987

	(Millions of Person-Trips)		
	Net Received*	Net Originated*	Net Flow**
New England	19.7	31.7	+12.0
Mid-Atlantic	44.2	98.1	-53.9
South Atlantic	110.7	75.7	+35.1
East South Central	64.3	50.6	+13.7
East North Central	52.2	110.8	-58.6
West South Central	32.0	47.8	-15.8
West North Central	35.3	50.2	-15.0
Mountain	76.3	36.6	+39.7
Pacific	59.9	59.5	+ 0.4

*Excludes person-trips occurring within the same census region of origin and destination.

**A plus sign (+) designates a positive net flow and a minus sign (-) designates negative net flow.

Source: US Travel Data Center's National Travel Survey

MODE OF TRANSPORTATION

Despite problems associated with deregulation of the airlines, air travel by U.S. residents soared to nearly 240 million person-trips in 1987. Increasing 37 percent since 1984, air travel growth outpaced auto travel growth which increased only 12 percent in the same time period. The increase in air travel may have been spurred by the proliferation of discount fares.

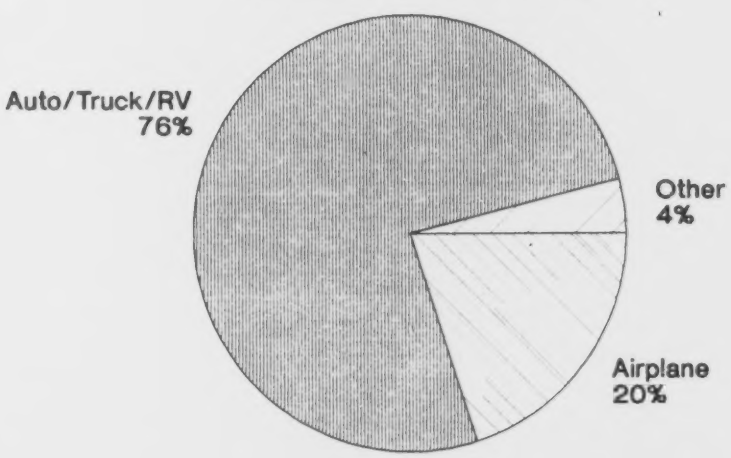
Despite the large gains in air travel compared to auto travel during the 1980s, America's favorite mode of travel transportation is still the automobile. More than three-fourths of total 1987 travel or 889 million person-trips were taken by car compared to 20 percent taken by air.

Automobile travel includes all travel described as auto or truck with and without camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper). Up 7 percent in 1987 from 1986, automobile travel registered its largest annual increase since 1981. Due to price sensitivity to the cost of gasoline, consumers' travel by car decreased or remained flat from 1982 to 1985 but began to increase again when gasoline prices fell 22 percent from 1985 to 1986. (See Table 3)

FIGURE: 2

MODE OF TRANSPORTATION
FULL YEAR 1987

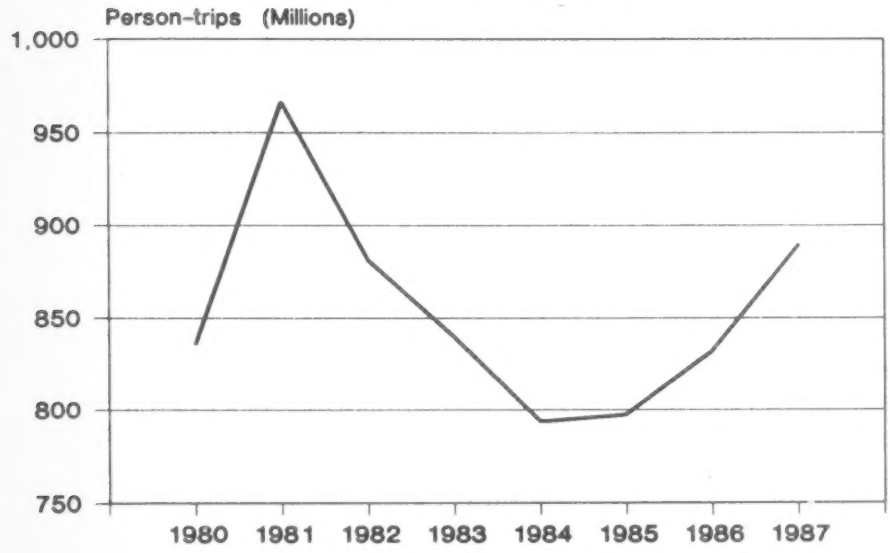
(Percentage of Person-trips)



Source: US Travel Data Center's National Travel Survey

FIGURE: 3

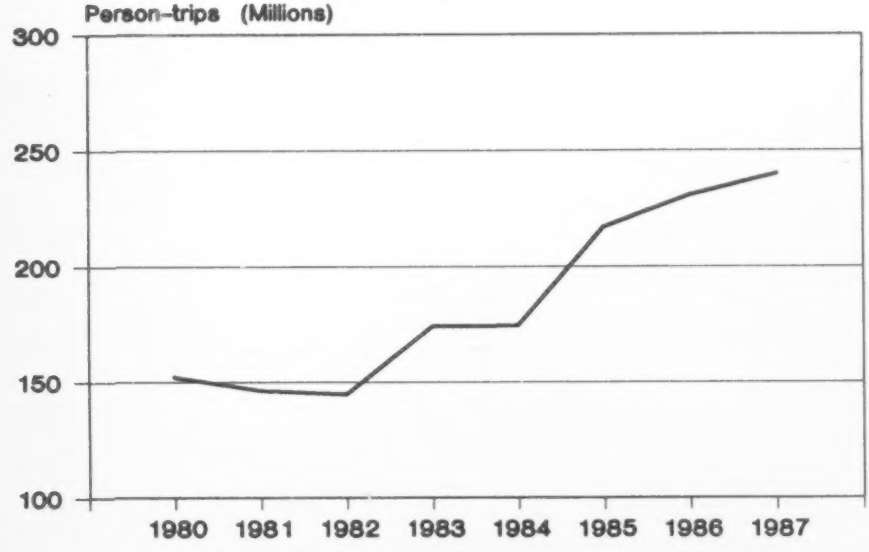
VOLUME OF AUTOMOBILE TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

FIGURE: 4

VOLUME OF AIR TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

Round-trip Distance Nearly half of all automobile person-trips in 1987 involved round-trip distances under 400 miles, providing evidence of the trend toward shorter trips. At the same time, average round-trip distances for auto travel dropped from 690 miles in 1986 to 640 miles in 1987, a decrease of 8 percent.

TABLE 19: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY ROUND-TRIP DISTANCE, 1987

	Air	Auto
200-399 miles	3%	47%
400-599 miles	6	19
600-999 miles	13	17
1,000-1,999 miles	28	10
2,000 miles or more	37	5
Outside U.S.	14	3
Total	100%	100%
Average distance (miles)	2,100	640

Accommodations Fifty-eight percent of Americans traveling by airplane stayed in a hotel in 1987 compared to 39 percent of those traveling by automobile. Despite a 6.2 percent increase in lodging prices, the volume of air travelers choosing hotels (139 million) increased 11 percent from 1986 (125 million).

TABLE 20: PERCENT OF AUTOMOBILE AND AIR PERSON-TRIPS BY TYPE OF LODGING*, 1987

	Auto	Air
Home of friends/relatives	41%	34%
Hotel/motel/motor hotel	39	58
Camper/RV/tent	8	1
Other	9	8
No nights	9	8

Base: 239.9 million air person-trips (1987)
889.4 million automobile person-trips (1987)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Number of Nights As might be expected, Americans traveling by airplane were more likely to stay longer than those traveling by automobile. Fifty-seven percent of total air person-trips lasted four or more nights compared to only 37 percent of automobile person-trips. Overall, air person-trips averaged 6.9 nights (if any) compared to only 4.5 nights for automobile person-trips.

TABLE 21: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY NUMBER OF NIGHTS, 1987

	Air	Auto
No nights	8%	9%
One night	7	11
2-3 nights	28	43
4-9 nights	36	28
10 nights or more	21	9
Total	100%	100%

	Air	Auto
Average number of nights (if any)	6.9	4.5
Average number of nights, including zero	6.4	4.1
Average number of nights spent in:		
Homes of friends/relatives	6.4	3.8
Hotel/motel/motor hotel	4.6	3.5

Base: 239.9 million air person-trips (1987)
889.4 million automobile person-trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Americans traveling by air were much more likely to be traveling for business reasons and slightly more likely to be seeking entertainment than those traveling by automobile.

TABLE 22: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, 1987

	Air	Auto
Visit friends/relatives	27%	39%
Outdoor recreation	14	20
Entertainment	26	20
Business/conventions	34	13
Other	*	8
Total	100%	100%
Weekend Trip	27	52
Vacation Trip	56	68

Profile of Air and Automobile Travelers More than five in 10 or 53 percent of Americans taking air trips in 1987 had annual family incomes of $40,000 or more compared to 32 percent of those traveling by car. U.S. residents traveling by airplane were more likely to travel farther, stay longer, and travel without children and in smaller groups than those traveling by car.

Base: 239.9 million air person-trips (1987)
889.4 million automobile person-trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 23: PERCENT OF AIR AND AUTOMOBILE TRIPS BY INCOME, 1987

	Air	Auto
Less than $20,000	15%	25%
$20,000-$39,999	32	43
$40,000 or more	53	32
Total	100%	100%

TABLE 24: PERCENT OF AIR AND AUTOMOBILE TRIPS BY TRAVEL PARTY STRUCTURE, 1987

	Air	Auto
One adult without children	68%	44%
Two or more adults without children	23	34
One or more adults with child(ren)	8	21
Total	100%	100%

Base: 160.7 million air trips (1987)
433.7 million automobile trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

BUSINESS TRAVEL

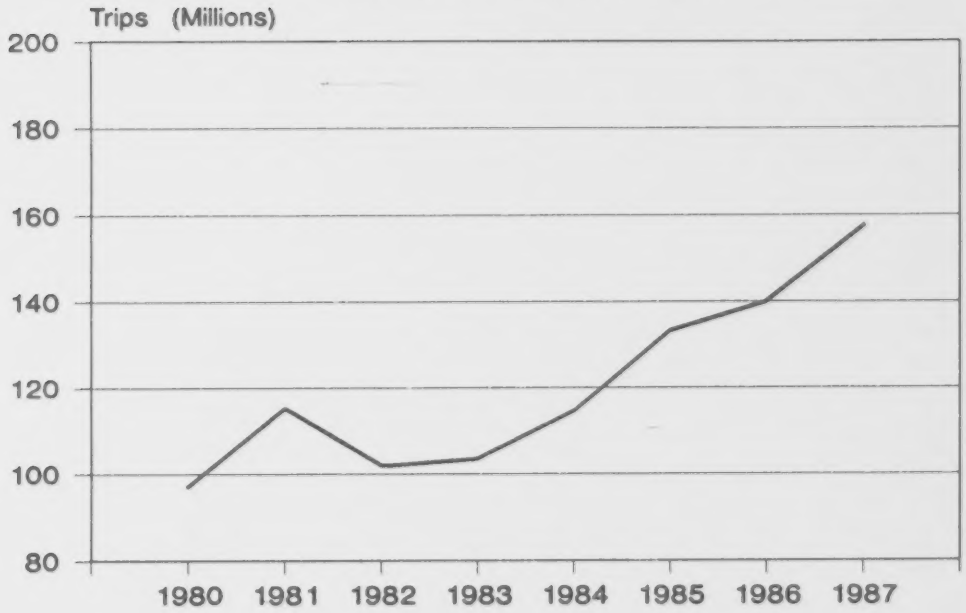
Increasing more than any other major travel category in 1987, business travel rose to 157.5 million trips, up 13 percent from the previous year. Including travel described as business or attending a convention, seminar or meeting; the business segment is discussed in terms of trips instead of person-trips, because business travel does not typically involve other members of the household traveling for the same business purpose. As described in the introduction and glossary, person-trip as a measurement unit accounts for other members of the household traveling together, while the trip unit does not.

Since 1980, business travel has consistently increased at a faster rate than pleasure, vacation or weekend travel with the exception of 1986, when the number of weekend trips registered the largest increase. Up 62 percent over 1980 levels, business travel, which accounted for a quarter of all trips in 1987, has become a highly lucrative and sought-after travel market. Years of economic expansion and pro-business legislation may have contributed to the large increase in business travel in the 1980s. However, business travel cannot be taken for granted and appears to be more sensitive to economic conditions than pleasure travel. While pleasure travel decreased 6 percent in 1984--possibly due to competition with durable goods purchases for consumers' newly-gained discretionary income -- business travel increased 11 percent. But when all travel dropped during the 1981-82 recession, pleasure travel dropped only 6 percent while business travel tumbled 12 percent. (See Table 3)

The travel industry has taken note of business travel increases and has been creating new services to try and meet the business traveler's needs. Busy business travelers have been meeting their own needs by extending trips to include some personal time for mini-vacations. The trend toward combining business with pleasure travel and pro-business economic conditions may have contributed to the high increase in business travel in 1987.

FIGURE: 5

VOLUME OF BUSINESS TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Average Round-trip Distance Since the arrival of deregulation and discount fares, the airlines have been engaged in intense competition for the high yield, full fare business customer and one way of attracting them is business class, a concept developed in the late 1970s. Business class, similar to first class of a few years ago, emerged with the rapid growth of discount fares and was designed to help airlines compete for the business customer. Forty-three percent of all business trips were taken by air in 1987, helping to make business class become the fastest-growing sector of the market for airlines.

While 43 percent of business trips were taken by air in 1987, 50 percent were taken by car. Out of that 50 percent, 4 percent were rental cars used for the main mode of transportation. However as a secondary form of travel transportation, rental cars were used on 19 percent of all business trips.

Accompanying the increase in total business travel, average round-trip distance for business trips increased 10 percent in 1987 compared to the previous year, making business the only travel segment to show an increase in average distance.

TABLE 25: PERCENT OF BUSINESS TRIPS BY MODE OF TRANSPORTATION, 1987 AND 1986

	1987	1986
Auto/truck/RV	50%	52%
Rental Car	4	3
Airplane	43	43
Bus	2	1
Train	1	1
Other	4	3
Total	100%	100%
Average distance (miles)	1,190	1,080

Base: 157.5 million business trips (1987)
140.0 million business trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Accommodations Use of hotels on business trips remained flat (71 percent) from 1986, despite a 6.2 percent increase in lodging prices. One reason for the stability is that business travel purchasers' are less price sensitive to the costs of travel services than consumers in the vacation and pleasure categories.

Primary Purpose of Trip Growth in the overall business category appears to be completely attributable to the expanding convention market, which jumped from 39.2 million trips in 1986 to 56.7 million in 1987 while travel for non-convention business purposes remained flat (100.8 million trips for both 1987 and 1986). A rise in the number of conferences held and better marketing of existing conferences may have contributed to the increase in convention travel. Healthy corporate profits in 1987, indicating that companies could afford to send more employees to conventions, may also have been a factor in the significant increase in the proportion of convention travel.

Profile of Business Travelers In demographic terms, the typical 1987 business traveler was male (68 percent), 39 years old (average age), and was more likely to be married (59 percent) than not married (41 percent). Almost half (48 percent) of 1987 business travelers had completed college or more compared to 27 percent of pleasure travelers. More than half (56 percent) of business travelers were in a lower to upper level managerial/professional occupation compared to 32 percent of pleasure travelers.

Americans taking business trips were also much more likely to have annual family incomes of $40,000 or more compared to those taking pleasure trips (52 percent vs. 33 percent). Not only were business travelers more likely to be better educated and have higher family incomes than pleasure travelers, they were also more likely to consult travel agents. Twenty-three percent of Americans taking business trips consulted a travel agent compared to only 15 percent of those taking pleasure trips.

TABLE 26: PERCENT OF BUSINESS TRIPS BY ANNUAL FAMILY INCOME, 1987

	1987
Less than $20,000	12%
$20,000-$29,999	16
$30,000-$39,999	20
$40,000 or more	52
Total	100%

TABLE 27: PERCENT OF BUSINESS TRIPS BY AGE, 1987

	1987
18-24 years	9%
25-34 years	31
35-44 years	28
45-54 years	18
55 years and over	14
Total	100%

Base: 157.5 million business trips (1987)
140.0 million business trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

PLEASURE TRAVEL

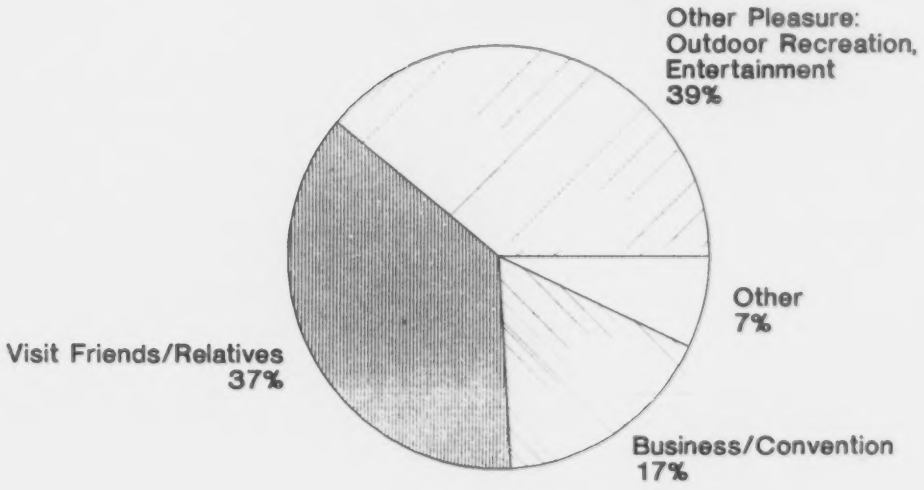
Pleasure travel, the largest travel category at 76 percent of total person-trips, includes travel for entertainment, outdoor recreation and visits to friends and relatives. Reaching its highest level in the past seven years, pleasure travel increased to 902 million person-trips in 1987, up 5 percent from the previous year. (See Table 3)

Most 1987 pleasure travel involved visits to friends and relatives (49 percent) compared to 24 percent for outdoor recreation and 29 percent for entertainment. Interestingly, 21 percent of all pleasure person-trips were not considered to be vacations and one in two pleasure person-trips were weekend or long weekend trips.

FIGURE: 6

PRIMARY PURPOSE OF TRIP
FULL YEAR 1987

(Percentage of Person-trips)



Source: US Travel Data Center's National Travel Survey

Mode of Transportation The percentage share of Americans traveling for pleasure by air (18 percent) and automobile (79 percent) remained stable from 1986. Relatively low gasoline prices, although higher than in 1986, may have helped maintain the high proportion of pleasure travel by automobile. Airlines, in competition with other modes of transportation, have increasingly made more of an effort to gain a larger share of the pleasure travel market. Increasing the number and variety of airfare discounts for travel over a Saturday night is one way airlines are filtering out business travelers and targeting the price-sensitive pleasure traveler -- who might choose a less expensive mode of transportation or stay home if airfares are too high.

Round-trip Distance A trend among Americans to take shorter, closer-to-home trips, such as weekend or long-weekend trips, is related to the 8 percent decline in average round-trip distance for pleasure person-trips. This trend toward shorter trips was further verified by the increase in share of travel under 400 miles compared to 1986 (40 percent vs. 34 percent).

TABLE 28: PERCENT OF PLEASURE PERSON-TRIPS BY ROUND-TRIP DISTANCE, 1987 AND 1986

	1987	1986
Less than 400 miles	40%	34%
400-999 miles	31	33
1,000 miles or more	24	26
Outside U.S.	6	6
Total	100%	100%
Average distance (miles)	890	960

Base: 901.7 million pleasure person-trips (1987)
861.4 million pleasure person-trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Accommodations/Number of Nights A smaller number of Americans taking pleasure person-trips in 1987 (396.7 million) stayed with friends and relatives compared to 1986 (413.5 million) while 7 percent more pleasure person-trips were spent in commercial lodgings. The proportion of Americans taking pleasure person-trips and camping or staying in other accommodations stayed flat from 1986.

Americans taking pleasure person-trips were more likely to stay two to three nights than four to nine nights (40 percent vs. 31 percent), but the average overnight duration was 5.1 nights. Only 7 percent of total pleasure person-trips were day trips.

Profile of Pleasure Travelers Forty-five percent of Americans taking pleasure trips in 1987 traveled without other household members or with just one other member (30 percent). Overall, U.S. residents taking pleasure trips typically traveled without children (79 percent).

Twelve percent of Americans taking pleasure person-trips consulted a travel agent, 7 percent used a rental car on some point of their trip and 5 percent took person-trips that were part of a package tour.

Base: 901.7 million pleasure person-trips (1987)
861.4 million pleasure person-trips (1986)
444.9 million pleasure trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

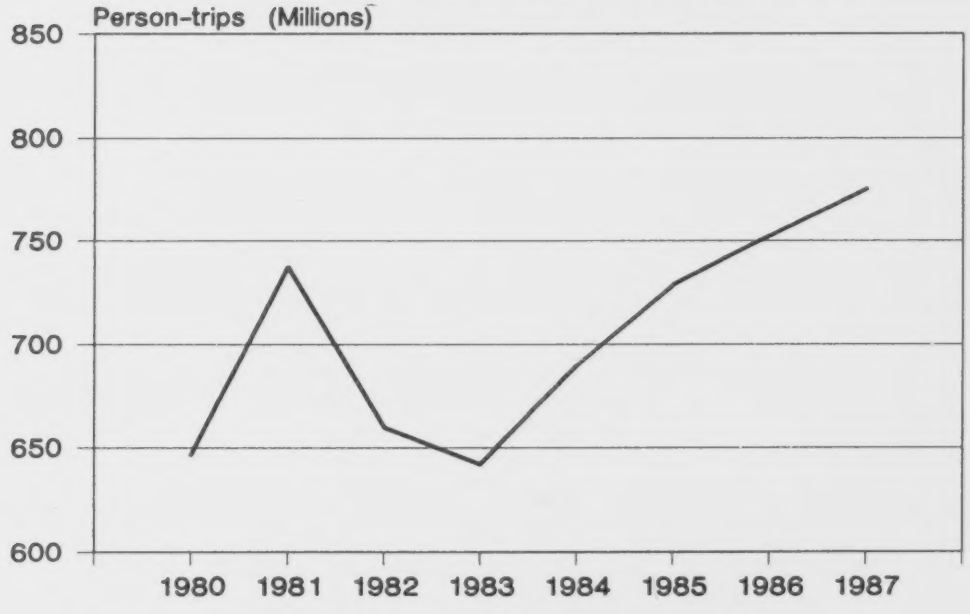
VACATION TRAVEL

Vacation travel, which accounted for 65 percent of total person-trips in 1987, has risen 20 percent since 1980, topping 775 million person-trips for the first time in the eight-year history of the National Travel Survey. (See Table 3)

An emerging new trend in vacation travel, according to many travel experts, is the fast-growing segment of special-interest and adventure travel. According to the Tourism Intelligence Bulletin, travel experts have suggested that as the generation with the most education ages, travel with an educational emphasis will become more popular. The Bulletin also reports that newlyweds have significantly altered their choice of wedding trip toward adventure and special-interest trips, further illustrating the trend toward vacations that are intellectually and physically challenging.

FIGURE: 7

VOLUME OF VACATION TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

Mode of Transportation Nearly eight in 10 (79 percent) vacation person-trips were taken by automobile compared to only 17 percent by air. The proportion of vacation travel by automobile and by air remained stable in 1987 compared to the previous year, as gasoline prices rose only slightly faster than the rate of inflation (4.0 percent vs. 3.6 percent).

Round-trip Distance Despite the lack of change in the proportion of vacation travel by automobile vs. air, there was a 10 percent decline in average round-trip distance in 1987 from the previous year. A trend among Americans to take shorter, closer-to-home trips, such as weekend or long-weekend trips, is apparent in the decline in average round-trip distance (1,010 miles to 920 miles).

Accommodations/Number of Nights The proportion of vacationers staying with friends and relatives increased 4 percentage points while the proportion of those staying in commercial lodgings remained stable from 1986. Average nights changed slightly, decreasing from 5.7 in 1986 to 5.5 in 1987. Only six percent of total vacation travel were day-trips and did not involve use of lodging.

TABLE 29: PERCENT OF VACATION PERSON-TRIPS BY TYPE OF LODGING*, 1987 AND 1986

	1987	1986
Home of friends/relatives	43%	47%
Hotel/motel/motor hotel	41	40
Camper/RV/tent	8	6
Other	9	10
No nights	6	4

Base: 775.2 million vacation person-trips (1987)
752.4 million vacation person-trips (1986)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Vacationers were almost as likely to travel to visit friends and relatives as for outdoor recreation and entertainment in 1987. Interestingly, almost half (49 percent) of total vacation travel was considered to be a weekend trip.

TABLE 30: PERCENT OF VACATION PERSON-TRIPS BY PURPOSE OF TRIP, 1987 AND 1986

	1987	1986
Pleasure:		
Visit friends/relatives	44%	45%
Outdoor recreation/entertainment	48	47
Business/convention	4	4
Other	7	4
Total	100%	100%

Profile of Vacationers 1987 vacationers typically had annual family incomes of $30,000 or more (52 percent) and travel party structure of vacation trips suggests that families (more than one household member traveling together) comprised a major part of the vacation market (59 percent).

Six percent of total 1987 vacationers used a rental car on some point of their vacation and the same proportion traveled as part of a package tour while fourteen percent consulted a travel agent.

TABLE 31: PERCENT OF VACATION AND TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, 1987 AND 1986

	Vacation	Total
One adult without children	41%	52%
Two or more adults, without children	37	31
One or more adults with child(ren)	22	17
Total	100%	100%

Base: 775.2 million vacation person-trips (1987)
752.4 million vacation person-trips (1986)

366.2 million vacation trips (1987)
636.3 million total trips (1987)

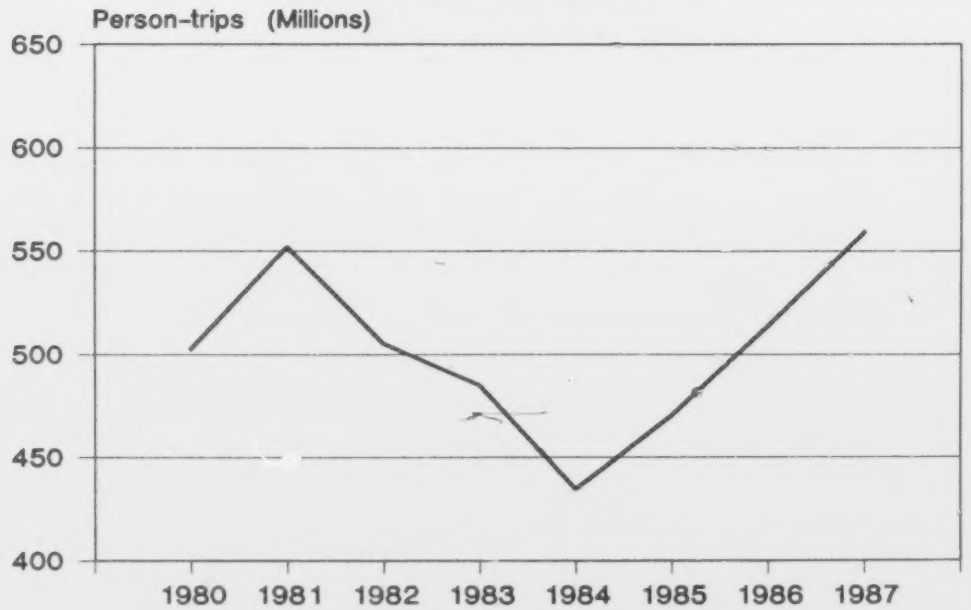
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

WEEKEND TRAVEL

Americans traveled on the weekend more often in 1987, taking 9 percent more weekend person-trips than in the previous year. Reflecting the overall trend toward sticking closer to home and taking more frequent trips, the number of 1987 weekend person-trips increased to 559 million from 513 million in 1986. Conflicting vacation schedules of two-income families who have larger incomes, but less time to travel may have contributed to the popularity of shorter and more frequent weekend travel. Weekend travel, sensitive to the amount of discretionary income consumers have and are willing to spend on travel, has jumped 29 percent since 1984, however, it has increased only 11 percent since 1980. (See Table 3)

FIGURE: 8

VOLUME OF WEEKEND TRAVEL
FULL YEAR 1980-1987



Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Accommodations Weekend travel by car (84 percent) and air (12 percent) remained stable from 1986. In both 1987 and 1986, weekenders were more likely to stay with friends and relatives than in commercial lodgings.

TABLE 32: PERCENT OF WEEKEND PERSON-TRIPS BY TYPE OF LODGING*, 1987 AND 1986

	1987	1986
Home of friends/relatives	48%	48%
Hotel/motel/motor hotel	40	42
Camper/RV/tent	6	5
Other	8	7

Profile of Weekenders More than three in 10 weekenders had family incomes of over $40,000 (33 percent) and more than four in 10 were between the ages of 25 and 44 (42 percent). Weekenders were more likely to travel to visit friends and relatives than for outdoor recreation or entertainment and 68 percent (nearly seven in 10) weekend person-trips were considered to be vacations.

Almost four out of five weekend trips (79 percent) did not involve children and three-quarters involved only one or two household members.

TABLE 33: PERCENT OF WEEKEND PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, 1987 AND 1986

	1987	1986
Visit friends/relatives	41%	43%
Outdoor recreation	19	17
Entertainment	21	21
Business/convention	11	11
Other	8	7
Total	100%	100%
Vacation trip	68	74

Base: 559.4 million weekend person-trips (1987)
274.4 million weekend trips (1987)
513.5 million weekend person-trips (1986)
252.0 million weekend trips (1986)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

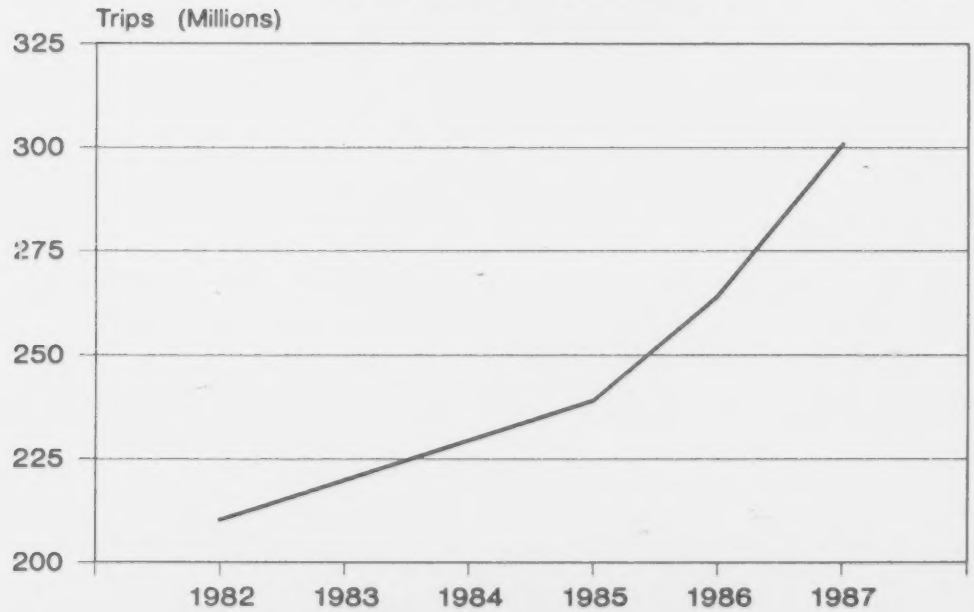
USE OF HOTELS

Forty-seven percent of the 636 million trips taken to both domestic and international destinations in 1987 involved patronage of a hotel for at least one night on the trip. Increasing 14 percent from 1986, the number of trips that included an overnight stay in a hotel passed the 300 million mark for the first time in the past five years. Patronage of hotels in 1987 increased 14 percent despite reports of problems of overbuilding, discounted room rates, increasing fixed costs and low occupancy rates. (See Table 3a)

Another important factor affecting the hotel industry is the apparent emergence of more price sensitive pleasure travelers. In a story about a Holiday Inns Corp. survey, Tour & Travel News reported that Holiday Inn had discovered its customers are increasingly concerned about and are requesting more information on room rates and special offers. The Holiday Inn survey indicated concern about room rates may be as important as a hotel's location for pleasure travelers. The 6.2 percent increase in commercial lodging prices (not including discounted rooms) may have contributed to a possibly stronger interest in special offers and more affordable rooms.

FIGURE: 9

HOTEL PATRONAGE
FULL YEAR 1982-1987



Source: US Travel Data Center's National Travel Survey

Number of Nights Hotel patrons spent an average of 3.7 nights per trip in commercial lodgings in 1987 compared to 3.8 nights in 1986. Americans who spent at least one night in a hotel, but combined a hotel stay with nights in other accommodations, averaged 4.8 nights away from home for the entire trip. As might be expected, Americans staying with friends and relatives averaged longer stays (4.5 nights) than those staying in hotels (3.7 nights)

Mode of Transportation/Round-trip Distance Thirty-three percent of hotel patrons traveled by air compared to 26 percent of all Americans taking trips in 1987. Hotel patrons tended to travel farther than those staying in other types of lodging, averaging 1,080 round-trip miles compared to 990 miles for total U.S. residents taking trips in 1987.

TABLE 34: PERCENT OF HOTEL TRIPS BY MODE OF TRANSPORTATION, 1987 AND 1986

	1987	1986
Auto/Truck/RV	61%	65%
Airplane	33	30
Other	6	5
Total	100%	100%

Base: 300.8 million hotel trips (1987)
264.3 million hotel trips (1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Hotel patrons traveled most often for outdoor recreation and entertainment (44 percent) followed by travel for business (37 percent) in 1987. Not surprisingly, only 18 percent of hotel patrons traveled to visit friends and relatives compared to 33 percent of all Americans taking trips. Four in ten trips involving stays in a hotel were weekend or long weekend trips and more than half (52 percent) were considered to be vacations.

TABLE 35: PERCENT OF HOTEL TRIPS BY PRIMARY PURPOSE OF TRIP, 1987 AND 1986

	1987	1986
Visit friends/relatives	18%	17%
Outdoor recreation/entertainment	44	42
Business/convention	37	36
Other	1	5
Total	100%	100%

Profile of Hotel and Motel Patrons Hotel patrons were more likely to travel for business reasons, be an air passenger and to consult a travel agent than all Americans taking trips in 1987.

Americans using a hotel were more likely to have an annual household income of $40,000 or more than all Americans taking trips in 1987 (42 percent vs. 36 percent), but hotel patrons did not significantly vary from all travelers on demographic characteristics such as sex, marital status, education or occupation.

TABLE 36: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY INCOME, 1987

	Hotel Trips	Total Trips
Less than $40,000	58%	64%
$40,000 or more	42	36
Total	100%	100%

Base: 300.8 million hotel trips (1987)
264.3 million hotel trips (1986)
636.3 million total trips (1987)

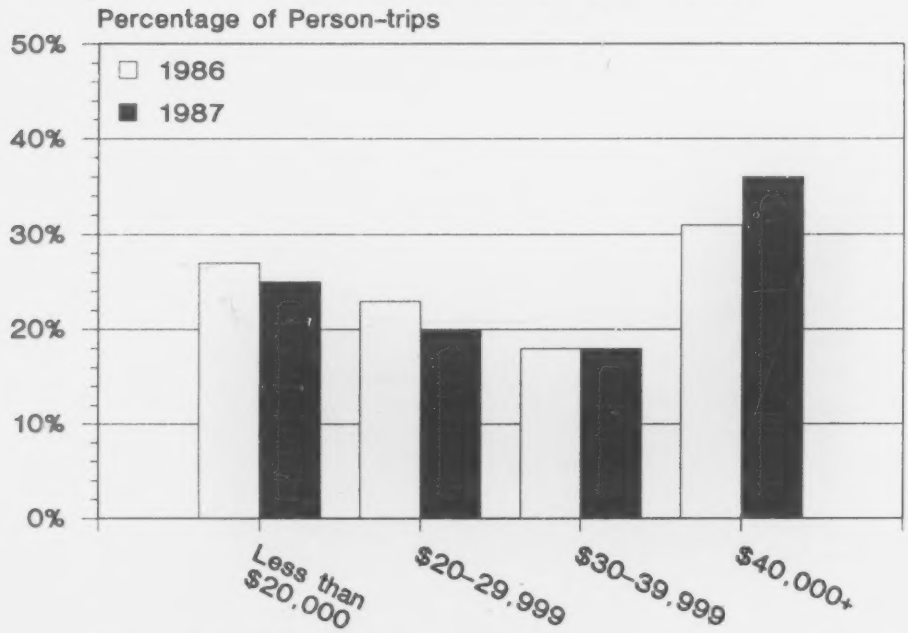
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

AFFLUENT TRAVEL

Affluents (Americans with annual family incomes of $40,000 or more) were the most active income segment, and accounting for 36 percent of total travel in 1987 (227 million trips), yet they were only 19 percent of the total U.S. resident population.

FIGURE: 10

FAMILY INCOME
FULL YEAR 1986 AND 1987



Note: Adjusted for non-response

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Round-trip Distance Both affluents and non-affluents traveled most often by automobile, but a much larger percentage of affluents were air passengers than non-affluents (36 percent vs. 19 percent). Affluents were also much more likely to travel farther than non-affluents, averaging round-trip distances of 1,140 miles compared to 900 miles for non-affluents.

TABLE 37: PERCENT OF AFFLUENT AND NON-AFFLUENT TRIPS BY MODE OF TRANSPORTATION, 1987

	$40,000+	Under $40,000
Auto/Truck/RV	61%	75%
Airplane	36	19
Other	3	6
Total	100%	100%

Accommodations Affluents chose to stay in hotel accommodations more often than non-affluents (57 percent vs. 44 percent), but did not stay longer on trips than non-affluents. While affluents and non-affluents were equally as likely to take a day trip (10 percent), non-affluents averaged longer overnight stays (5.1 nights vs. 4.7 nights).

TABLE 38: PERCENT OF AFFLUENT AND NON-AFFLUENT TRIPS BY TYPE OF LODGING*, 1987

	$40,000+	Under $40,000
Home of friends/relatives	27%	40%
Hotel/motel/motor hotel	57	44
Other	13	14
No nights	10	10

Base: 227.0 million affluent trips (1987)
409.3 million non-affluent (1987)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip While affluent travelers did not differ from non-affluents in share of travel for outdoor recreation and entertainment, affluents were more likely to take a trip for business reasons and non-affluents were more likely to travel to visit friends and relatives. Also, non-affluents were more likely than affluents to consider their trip to be a vacation (61 percent vs. 48 percent) or a weekend trip (46 percent vs. 39 percent).

TABLE 39: PERCENT OF AFFLUENT AND NON-AFFLUENT TRIPS BY PRIMARY PURPOSE OF TRIP, 1987

	$40,000+	Under $40,000
Visit friends/relatives	24%	38%
Outdoor recreation/entertainment	37	37
Business/convention	37	19
Other	2	6
Total	100%	100%

Profile of Affluent Travelers Affluents did not differ strongly from non-affluents in terms of trip durations and travel party size and structure, however, there were major differences between the two groups on other trip characteristics. In comparison with non-affluents, affluents were more likely to take a trip for business reasons, travel longer distances, travel by air and patronize hotel and motels. Affluents were also more likely to use a rental car as a secondary method of transportation and to consult a travel agent.

TABLE 40: PERCENT OF AFFLUENT AND NON-AFFLUENT TRIPS BY USE OF TRAVEL SERVICES, 1987

	$40,000+	Under $40,000
Used a rental car	17%	6%
Package tour	4	5
Consulted a travel agent	20	13
Total	100%	100%

Base: 227.0 million affluent trips (1987)
409.3 million non-affluent (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

In demographic terms, affluent travelers were much more likely to be male, married, between the ages of 35 and 54, to have completed college and to work in a managerial position than non-affluents.

TABLE 41: PERCENT OF AFFLUENT AND NON-AFFLUENT TRAVELERS BY DEMOGRAPHIC CHARACTERISTICS, 1987

Demographic characteristics	$40,000+	Under $40,000
Male	60%	50%
35-54 years	52	29
Married	69	51
Managerial occupation	53	31
College complete	49	23

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

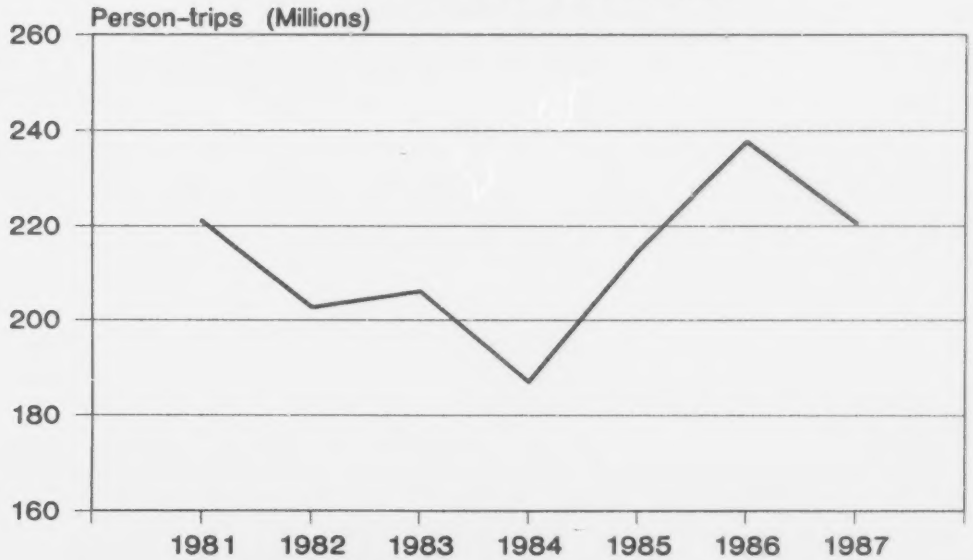
SENIOR TRAVEL

Seniors (Americans 55 and older) took more than 220 million person-trips in 1987, 18 percent of the total. Even though seniors are one of the fastest growing age segments of the population, senior travel dropped 8 percent from 1986, making seniors the only travel category or demographic segment to decrease from the previous year. 1986 was the record year for senior travel when Americans 55 and over registered 238 million person-trips, constituting 21 percent of total person-trips for that year. (See Table 3)

With available leisure time to travel, seniors are an important market for the travel industry. According to the Senior Source, mature Americans control over 50 percent of the nation's discretionary income and 77 percent of all financial assets. The Source also reports that seniors are interested in special programs specifically for them and are heavy users of discounts and coupons. Serving as an example of targeting the senior travel market's need for special programs, two U.S. travel companies are offering escorted, all-inclusive vacations specifically designed to provide an opportunity for grandparents and their grandchildren to spend time together in a new setting.

FIGURE: 11

VOLUME OF SENIOR (55+) TRAVEL
FULL YEAR 1981-1987



Note: Adjusted for non-response

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Round-trip Distance Eighteen to 34-year-olds were more likely than seniors to travel round-trip distances of under 300 miles, while there was little variation between seniors and the 35-54 age segment on distance distribution of person-trips. Seniors and non-seniors were equally as likely to travel by car and airplane in 1987.

TABLE 42: PERCENT OF SENIOR AND NON-SENIOR PERSON-TRIPS BY ROUND-TRIP DISTANCE, 1987

	18-34	35-54	55+
200-299 miles	26%	20%	21
300-599 miles	32	31	33
600-999 miles	15	16	18
1,000 or more	23	28	24
Outside U.S.	4	6	5
Total	100%	100%	100%
Average distance (miles)	870	980	880

Accommodations/Number of Nights Seniors averaged longer overnight stays (5.8) compared to all Americans taking person-trips in 1987 (5.0). Because of more leisure time in the senior lifestyle, a larger proportion of seniors stayed on trips ten days or more compared to non-seniors. The 18 to 34 age segment was more likely to stay with friends and relatives (47 percent) along with seniors (42 percent) compared to only 31 percent of the 35-54 age segment. The opposite was true when comparing use of commercial lodgings -- the 35-54 segment was most likely to stay in a hotel (49 percent).

Base: 220.5 million senior person-trips (1987)
387.4 million 35-54 person-trips (1987)
404.6 million 18-34 person-trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 43: PERCENT OF SENIOR AND NON-SENIOR PERSON-TRIPS BY DURATION OF TRIP, 1987

	18-34	35-54	55+
No nights	7%	9%	10%
One night	11	11	9
2 to 3 nights	42	38	37
4 to 9 nights	29	32	28
10 nights or more	11	10	16
Total	100%	100%	100%
Average (if any)	4.8	4.7	5.8

TABLE 44: PERCENT OF SENIOR AND NON-SENIOR PERSON-TRIPS BY TYPE OF LODGING*, 1987

	18-34	35-54	55+
Home of friends/relatives	47%	31%	42%
Hotel/motel/motor hotel	41	49	38
Other	13	17	17
No nights	7	9	10

Profile of Senior Travelers Weekend travel was much more popular with the younger age segment (18-34) than with seniors. Seniors, who have "empty nests," tended to travel on longer trips and more often to visit friends and relatives than the middle age segment (35-54) who are more likely to have "full nests."

Base: 220.5 million senior person-trips (1987)
387.4 million 35-54 person-trips (1987)
404.6 million 18-34 person-trips (1987)

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Overall, seniors were much more likely than non-seniors to travel with just one other household member while the 18-34 age segment was most likely to travel without any other household members.

TABLE 45: PERCENT OF SENIOR AND NON-SENIOR PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, 1987

	18-34	35-54	55+
Visit friends/relatives	39%	32%	42%
Outdoor recreation	20	18	15
Entertainment	21	22	20
Business/convention	17	21	13
Other	3	7	10
Total	100%	100%	100%
Weekend Trip	55	42	41
Vacation Trip	66	65	63

TABLE 46: PERCENT OF SENIOR AND NON-SENIOR TRIPS BY TRAVEL PARTY SIZE, 1987

	18-34	35-54	55+
One	59%	47%	46%
Two	19	28	43
Three	9	9	10
Four or more	14	16	1
Total	100%	100%	100%

Base: 220.5 million senior person-trips (1987)
387.4 million 35-54 person-trips (1987)
404.6 million 18-34 person-trips (1987)

139.4 million senior trips (1987)
229.7 million 35-54 trips (1987)
267.1 million 18-34 trips (1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

GLOSSARY OF TERMS

Affluent Traveler. Any traveler who resides in a household with an annual family income of $40,000 or more.

Air Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "airplane."

Auto/Truck/RV Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper or RV)."

Business/Convention Trip. Any trip where the purpose of the trip is given as "business, convention, seminar or meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, South Atlantic, East South Central, East North Central, West South Central, West North Central, Mountain, and Pacific.

Destination. The farthest destination reached by the respondent on one trip.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined annual income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Lodging. Information is gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Nights Away From Home. This is the number of nights spent away from home on one trip, including nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. A pre-paid travel package which includes at least a place to stay and transportation by air or bus.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip is given as "visits to friends/relatives or outdoor recreation (hunting, fishing, boating, camping) or entertainment (sightseeing, theater, sports)."

Primary Purpose of Trip. The primary purpose is the main activity on this trip and is classified as follows: (1) visit friends and relatives, (2) convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip is ascribed to each person on the trip. If a trip is taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips are counted for this purpose.

Respondent. This is the person completing the telephone interview.

Round-Trip Miles. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight- line Miles."

Senior Traveler. Any traveler who is 55 years or older.

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates. Straight-line miles are calculated by computer program and adjusted to trip distance.

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of household members on a trip determine the party structure of a trip.

Traveler. Respondents who make one or more trips at least 100 miles away from home are counted as travelers. Travelers are only counted once regardless of how many trips were taken or how many people were on the trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Vacation Trip. Vacation are considered to be an occasion when trips are taken, but are not listed as a purpose or reason for travel. The respondent is asked for each trip reported, "Was this a vacation trip?"

Weekend Trip. Each trip is classified as to whether it was weekend trip by asking the respondents, "Was this a weekend or long weekend trip" for each trip reported.

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____

LOCATION NUMBER_____PHONE #_____

Hello, my name is _____ and I am calling for the US Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult?	1 MALE	2 FEMALE
What is the sex of the next oldest adult?	1 MALE	2 FEMALE
CONTINUE FOR EACH ADULT IN HOUSEHOLD.	1 MALE	2 FEMALE
	1 MALE	2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, **one way**, since January 1, 19__? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (IF NO, GO TO Z1)

4. Did you take any trips away from home 75 miles or more, **one way**, between the 1st and the ____ of (Current Survey Month)? Include trips that may have started in previous month but ended after the 1st of (Current Survey Month). 1 YES 2 NO- (IF NO, GO TO Z1)

IF "YES", ASK:

5. How many trips of 75 miles or more, **one way**, have you taken away from home during (Current Survey Month)?

_____

FILL OUT Q.6-21 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

6. Thinking of your **first trip** in _____ (Current Survey Month), how many other members of your household, if any, went on this trip?

_____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q.8 BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of **nights** that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q.12 BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed **overnight** on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q.8)

11. In what types of lodging did you stay when were in each state/country? ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the farthest place you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

14. Was this a weekend or long weekend trip? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q.15 ASK:
16. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

17. What was the one type of transportation used to cover most of the miles on this trip? (READ CATEGORIES BELOW)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8
RENTAL CAR	9

18. Did you rent a car at any time on this trip? 1 YES 2 NO

19. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

20. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

21. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY	4 APRIL	7 JULY	O OCTOBER
2 FEBRUARY	5 MAY	8 AUGUST	X NOVEMBER
3 MARCH	6 JUNE	9 SEPTEMBER	Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip? _____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. What will be your final vacation destination (the farthest point you will reach)? (RECORD CITY AND STATE OR COUNTRY)

_____

Z6. Will your destination be more than 500 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	5 BUS
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT	6 TRAIN
3 SELF CONTAINED RECREATIONAL VEHICLE	7 SHIP, BOAT
4 AIRPLANE	8 OTHER
	9 RENTAL CAR

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?

1 YES
2 NO
3 DON'T KNOW

Z10. How many other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE, ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?

1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED
6 REFUSED

D2. Are you currently employed full or part-time?

1 YES
2 NO

IF YES, ASK:
D3. What is your occupation? _____

IF NO, ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?

1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK
6 REFUSED

D7. Do you own or rent your home?

1 OWN
2 RENT
3 REFUSED

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE
5 REFUSED

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or between $40,000 and $49,999, between $50,000 and $74,999, between $75,000 and $99,999 or $100,000 or more per year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 BETWEEN $40,000 AND $49,999
6 BETWEEN $50,000 AND $74,999
7 BETWEEN $75,000 AND $99,999
8 $100,000 OR MORE
9 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCARD
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE
8 REFUSED

D12. What is your zip code number? ___ ___ ___ ___ ___

D14. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi, Tennessee

West South Central - Arkansas, Louisiana, Oklahoma, Texas

East North Central - Indiana, Illinois, Michigan, Ohio, Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific - California, Oregon, Washington
(Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, internally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month. In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

SAMPLING ERROR

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. Accordingly, the following table may be used as a guide in determining the range for the major categories of projected trips and person-trips at the 95 percent confidence level.

	TRIPS (MILLIONS)		PERSON-TRIPS (MILLIONS)	
	ESTIMATE	RANGE	ESTIMATE	RANGE
Total	636.3	617-655	1191.1	1155-1227
Vacation	366.2	355-377	775.2	752-799
Pleasure	444.9	423-467	901.7	857-947
Bus/Conv	157.5	154-161	206.2	202-210
Weekend	274.4	271-277	559.4	554-565
Auto	433.7	425-443	889.4	871-907
Air	160.7	159-164	239.9	235-245
Hotel	300.8	295-307	521.5	511-532
Affluent ($40K+)	227.0	222-232	426.1	417-435
Seniors (55+)	139.4	135-144	220.5	214-227

In looking at characteristics of trips and person-trips for the major categories reported above, it may be helpful to refer to the following chart, which indicates the approximate statistical variability of the estimates contained in this report at the 95 percent confidence level.

APPROXIMATE SAMPLING TOLERANCE FOR SURVEY PERCENTAGES AT OR NEAR THESE LEVELS

SAMPLE SIZE	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

SAMPLE CHARACTERISTICS
Full Year 1987

Number of telephone interviews completed	18,270
Number of respondents reporting one or more qualifying* trips	4,223
Total number of qualifying trips	5,937

*A trip must be at least 100 miles away from home to qualify for the National Travel Survey.

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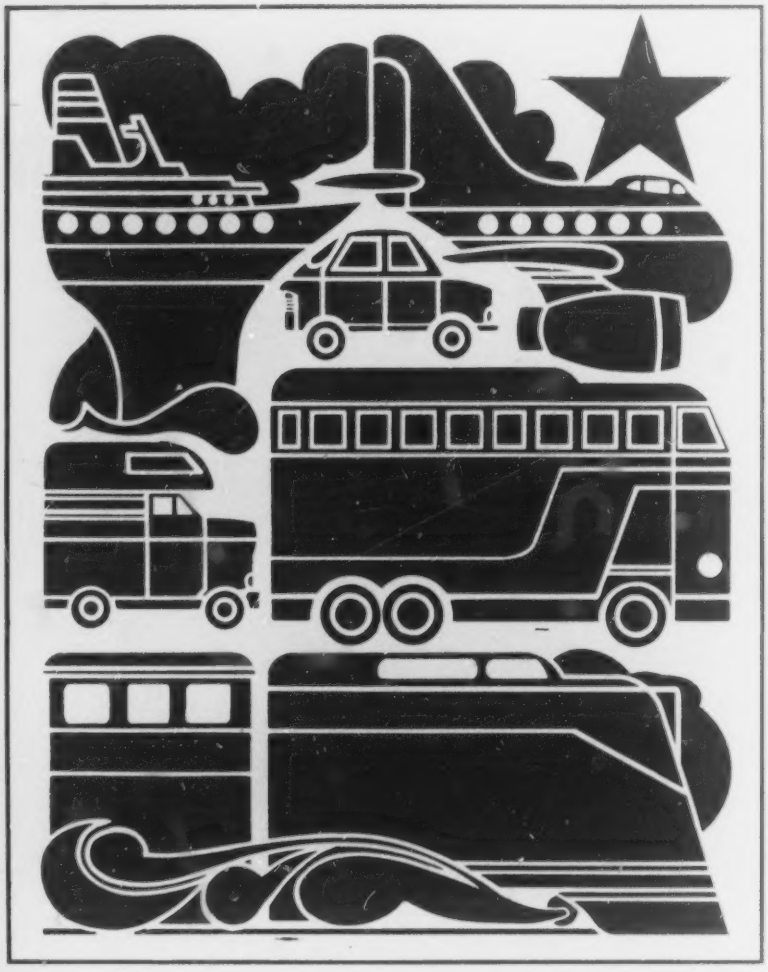
US Travel
Data Center

1988 Travel Executive Briefing



A National Travel Survey Summary

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

1988
TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

US TRAVEL DATA CENTER
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The US Travel Data Center is the national, non-profit center of travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Dr. John D. Hunt, Chairman

Dr. Suzanne D. Cook, Director

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1988 TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

U.S. Travel Data Center

- Total travel increased for the fourth consecutive year as the volume of person-trips reached 1.23 billion in 1988, 3 percent over its 1987 level.

- Strong consumer spending patterns combined with moderate price increases to help make 1988 a record year for U.S. resident travel.

- The vacation and automobile segments had a particularly good year in 1988, registering 7 percent increases from the previous year.

- Other sectors did not show significant growth in 1988 and appeared to be stabilizing after large increases from the previous year or earlier years.

- Business travel stopped its upward movement in 1988, leveling off following increases over each of the past five years.

- Air travel also leveled off in 1988 after ten years of fluctuations which included double-digit jumps and occasional declines.

- Travel for recreation/entertainment increased while visits to friends and relatives decreased slightly in 1988 for the second consecutive year. This trend toward more travel for outdoor recreation/entertainment but less travel to visit friends/relatives suggests consumers may be spending more on lodging, eating in restaurants and visits to attractions.

- The trend toward smaller travel party sizes also continued in 1988.

- The time spent away from home on a trip has also dropped over the past four years to an average of 4.3 nights in 1988 down from 5.1 nights in 1985.

- Average round-trip distances were up in 1988 after significant drops in 1987.

- Attracting more travel than any other census region, the South Atlantic received 229 million person-trips in 1988. However, 1988 travel volume to that region was below 1987 and 1986 levels.

- Travel to the East South Central and the Mountain regions also dropped in 1988 from the previous year, but the remaining regions reached their highest visitor levels in the past four years.

- The East North Central, West South Central, Mountain and Pacific produced more travelers in 1988 than in 1987. The volume of person-trips produced in the other regions either remained relatively flat or decreased in 1988 from the previous year.

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INTRODUCTION

Since 1979, the US Travel Data Center has conducted a monthly National Travel Survey to provide timely and relevant information on major trends in American travel activity. The survey is conducted by telephone with national probability samples of 1,500 adult residents of the contiguous U.S. each month.

Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This full year report and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

Designed as a summary of information about annual travel, this 1988 TRAVEL EXECUTIVE BRIEFING is supplemented by a companion volume, the 1988 TRAVEL MARKET CLOSE-UP. The CLOSE-UP report presents cross-tabulations of trip, person-trip and demographic data for a more detailed analysis of travel patterns and characteristics.

Encompassing the calendar year, this 1988 TRAVEL EXECUTIVE BRIEFING measures travel by person-trips and trips. The trip unit measures the number of times one or more household members travels 100 miles or more away from home. The person-trip unit also measures the number of times one or more household members travels 100 miles away from home, but also accounts for the number of household members on the trip. For example, if a respondent travels with two other members of his or her household, one trip and three person-trips are counted. More detailed definitions of this and other terms used in the report are in "Appendix A: Glossary of Terms."

Because the sample for the National Travel Survey is representative of the contiguous United States adult population, data from this report are limited to travel by U.S. residents to domestic and international destinations. This report does not include data on foreign visitor activity in the U.S.

FACTORS INFLUENCING TRAVEL

The 1988 Economy

The American economy continued to expand in 1988 for the sixth consecutive year as the nation's output of goods and services, disposable income, corporate profits and employment all increased from the previous year. As 1989 began, the current economic expansion was 73 months old, making it the second longest since World War II.

As indicated in Table 1, growth in the broad measures of business activity continued to be strong during 1988. Despite the age of the current expansion, the economy picked up speed during the year, boosting business activity, income, employment and prices.

TABLE 1 OVERALL U.S. ECONOMIC INDICATORS, 1988-87
(Percent Change From Previous Year)

Measure	1988	1987
Dollar gross national product	7.5%	6.8%
Real gross national product	3.9	3.4
Personal income	7.5	7.0
Corporate profits after tax	14.6	10.1
Disposable income	8.2	6.3
Personal outlays*	7.1	7.2
Payroll Employment	3.6	2.8
Consumer Price Index	4.1	3.6

Source: U.S. Dept. of Commerce, U.S. Dept. of Labor

*Personal outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.

The nation's total output of goods and services (gross national product) grew faster in 1988, both in nominal terms (i.e., current dollars) and in real terms (i.e., 1982 dollars). Corporate profits after tax saw a healthy 15 percent increase.

Employment growth quickened in 1988 as the U.S. economy created 3.7 million new jobs, the largest increase since 1984. This was approximately 944,000 more jobs than were added in 1987, allowing unemployment rates to drop to their lowest levels in more than a decade.

As shown in Tables 1 and 2, 1988 travel prices increased at about the same rate as prices for all consumer items. This compares favorably to the 1987 situation when travel prices increased at a significantly faster rate than all consumer items. In addition, the cost of travel grew at a significantly lower rate than disposable personal income in 1988. Thus, strong consumer spending patterns combined with moderate price increases helped make 1988 a record year for U.S. resident travel.

TABLE 2 TRAVEL PRICE TRENDS, 1988-87
(Percent Change From Previous Year)

Measure	1988	1987
All Transportation	1.1%	4.3%
Motor Fuel	0.9	4.0
Airline Fares	1.1	4.9
Other Intercity Transportation	4.7	1.0
Intracity Public Transportation	2.4	2.6
Lodging	5.7	6.2
Food and Beverages Away From Home	4.2	4.0
Entertainment	5.5	5.5
All Travel Prices	4.0	5.4

Source: US Travel Data Center's Travel Price Index

1988 Events

Events ranging from peace initiatives to terrorist acts to the stock market crash have been shown to have a significant influence on American travel behavior. The following political, economic, and environmental events are just some occurrences that may have influenced U.S. travel behavior during 1988:

JANUARY

- President Reagan's five-minute New Year's message was transmitted in full by Soviet television and that of Soviet leader Mikhail Gorbachev was carried in full by NBC and ABC networks. This symbolized a significant shift in the relations between the U.S. and the Soviet Union -- a shift beneficial to travel.

JANUARY (Continued)

- The Brady Commission, appointed by President Reagan to investigate the reasons for the 1987 stock market crash, reported that the computerization of stock exchange transactions may exaggerate price swings. The Commission proposed measures to improve the control of markets, with the main role played by the Federal Reserve Board.

FEBRUARY

- The U.S. government agreed to allow British travelers to enter the U.S. without visas for up to 90 days. U.S. travelers have never needed them to go to Britain.

MARCH

- The Soviet Union publicized the first withdrawals of Soviet intermediate-range nuclear missiles due to be destroyed under the terms of the INF agreement.

APRIL

- A 19-year-old Aloha Airlines Boeing 737 jet was cruising at 24,000 feet en route from Hilo to Honolulu, Hawaii when a gaping hole blew open in the fuselage. Sixty-one of the 90 passengers were treated for injuries and one flight attendant was killed.
- Federal law banned smoking on all U.S. scheduled flights of two hours or less.

MAY

- The first division of an estimated 115,000 Soviet troops pulled out of Afghanistan.
- Ronald Reagan met with Mikhail Gorbachev in the Soviet Union for their fourth summit.

JUNE

- U.S. Navy Captain William Nordeen, a military attache at the American embassy in Athens, died when his car was bombed by Greek terrorists.

JULY

- Arab terrorists attacked a Greek excursion ship in the Sarconic Gulf, killing nine and wounding 98.
- The USS Vincennes shot down an Iranian commercial airliner, killing 290 passengers.
- Beaches up and down the Atlantic coast were closed to swimmers because of debris washing ashore.

SEPTEMBER

- Hurricane Gilbert, the biggest storm ever recorded in the Western Hemisphere, swept 2,500 miles across the Caribbean and the Gulf of Mexico, causing at least 260 deaths and billions of dollars in damage. Jamaica suffered the most economic damage with approximately 500,000 of its citizens made homeless.

OCTOBER

- Hurricane Joan lashed the Caribbean Basin causing at least 186 deaths and leaving hundreds of thousands of people homeless in five countries.
- Following the midair blowout of a large section of a Boeing 737 fuselage in April over Hawaii, the Federal Aviation Administration ordered replacement of rivets in the 291 oldest Boeing 737 jetliners.
- New York real estate developer Donald Trump agreed to buy the Eastern Airlines shuttle service from Texas Air Corp. for $365 million.

NOVEMBER

- Major airlines discontinued discount air fares used by 50 percent of their passengers. Continental Airlines initiated the move to end major discount fares, and it was adopted by all the major carriers and most regional carriers.
- The Transportation Department announced plans for random testing for drug use of nearly four million transportation workers in the private sector.
- Snows finally ended fires that had raged uncontrollably for months in Yellowstone Park. 1.38 million of Yellowstone's 2.2 million acres were charred.

DECEMBER

- British investigators confirmed that the crash of Pan Am Flight 103 in Lockerbie, Scotland had been caused by a powerful explosive device.
- In the wake of this crash, the Federal Aviation Administration announced new security rules operating in Western Europe or the Middle East. All luggage checked on board will now be inspected, either by hand or by X-ray.
- An earthquake in Soviet Armenia left several cities and towns in ruins and an estimated 100,000 people killed. As many as 60 countries contributed to the tons of relief supplies that reached the devastated area.

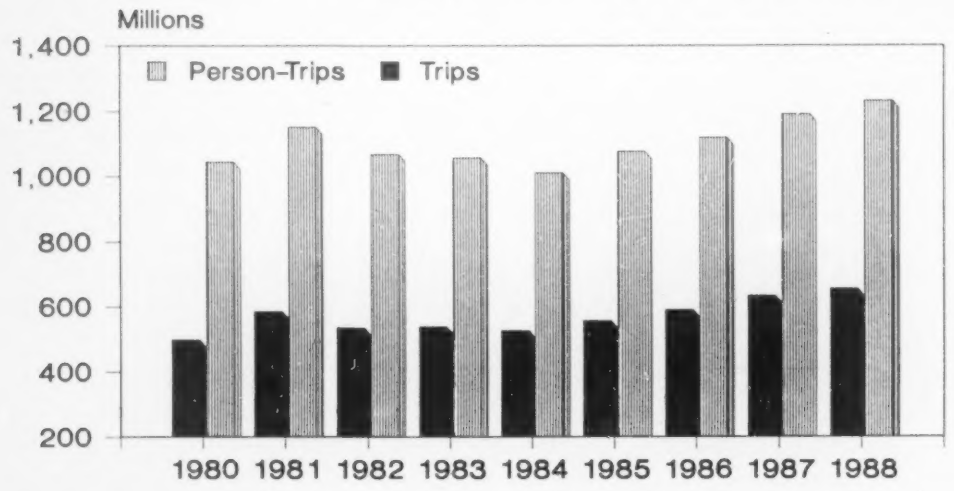
HISTORICAL TRAVEL OVERVIEW

Good news for the travel industry continued for the fourth consecutive year as the volume of person-trips reached 1.23 billion in 1988, 14 percent over its 1985 level. In addition, volumes for all travel types contained in this report maintained or surpassed the high levels reached in 1987. (See Table 3).

The vacation and automobile segments had a particularly good year in 1988, registering 7 percent increases from the previous year. Most sectors, however, did not show significant growth in 1988, but stabilized after enjoying large increases during previous year or earlier years. For example, air travel leveled off in 1988 after ten years of fluctuations (including double-digit expansion) that were associated with deregulation and subsequent fare wars. Business and pleasure travel also stabilized in 1988 after increasing at least 5 percent in 1987. (See Table 3).

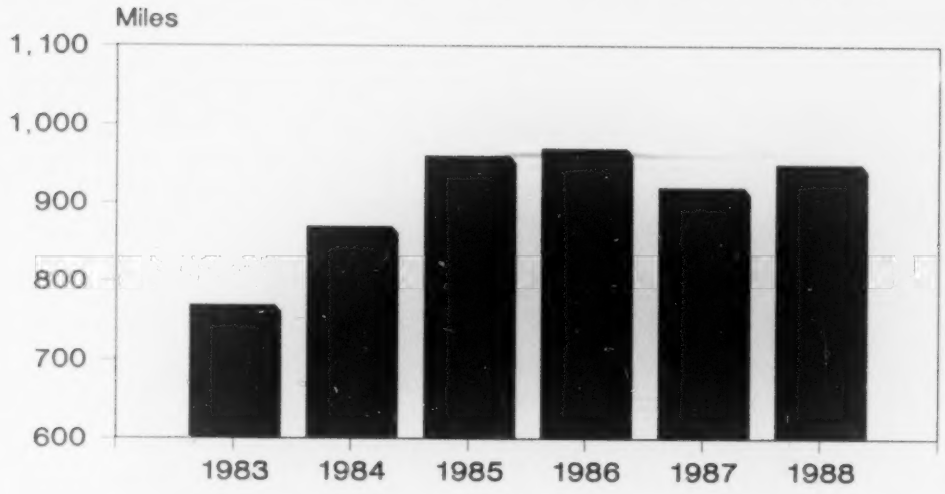
Another trend, evident in Table 5, is the movement toward smaller travel party sizes. In 1988, Americans traveled in an average party size of 1.88 household members compared to 2.09 in 1980. Also, the time spent away from home on a trip dropped to an average of 4.3 nights in 1988 down from 5.1 nights in 1985. However, average round-trip distance was up in 1988 after a significant drop in 1987. (See Tables 6 and 7).

FIGURE 1 1988 TRAVEL VOLUME BROKE ALL PREVIOUS RECORDS



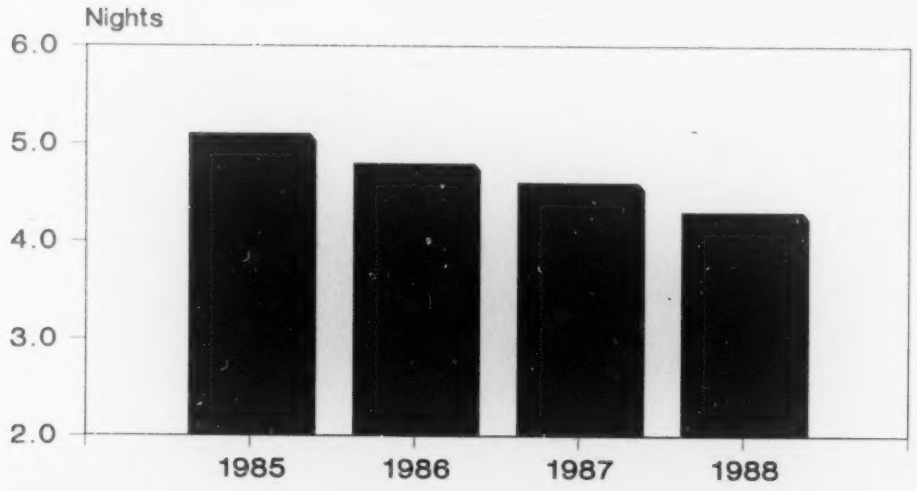
Source: US Travel Data Center's National Travel Survey

FIGURE 2 AVERAGE ROUND-TRIP DISTANCE 1983-1988



Source: US Travel Data Center's National Travel Survey

FIGURE 3 AVERAGE DURATION 1985-1988



Source: US Travel Data Center's National Travel Survey

TABLE 3 U.S. RESIDENT TRAVEL VOLUMES, 1980-1988

Person-Trips (Millions)	1980	1981	1982	1983	1984	1985	1986	1987	1988
Total	1,045.5	1,152.0	1,069.3	1,057.8	1,012.0	1,077.6	1,121.5	1,191.1	1,232.5
Vacation	646.9	737.5	660.2	642.3	689.8	728.7	752.4	775.2	830.9
Pleasure	764.2	843.4	787.5	786.0	734.3	806.8	861.4	901.7	927.9
Visit friends/relatives	377.9	426.5	409.8	384.6	384.6	430.8	442.5	437.1	425.8
Recreation/entertainment	386.3	416.9	377.7	401.4	349.7	376.0	418.9	464.6	502.1
Business/convention	149.5	157.3	152.4	146.4	156.1	185.2	189.0	206.2	211.7
Weekend*	502.8	552.0	505.3	485.0	434.9	470.1	513.5	559.4	560.0
Auto	836.5	966.2	881.5	839.8	794.0	797.7	832.1	889.4	952.2
Air	152.4	146.5	144.9	174.2	174.5	217.3	231.0	239.9	238.6
Seniors (55+)	N/A	221.0	202.8	206.3	187.1	214.6	237.8	220.5	226.3

TABLE 4 U.S. RESIDENT TRAVEL VOLUMES, 1980-1988

Trips (Millions)	1980	1981	1982	1983	1984	1985	1986	1987	1988
Total	500.6	587.2	537.3	540.9	528.2	558.4	592.3	636.3	656.1
Vacation	289.7	344.4	314.6	307.8	333.3	339.8	354.3	366.2	396.2
Pleasure	342.8	393.8	371.7	371.5	351.0	384.4	415.2	444.9	455.3
Visit friends/relatives	166.0	204.3	191.3	181.9	180.5	206.8	214.9	210.5	213.8
Recreation/entertainment	176.8	189.5	180.4	189.6	170.5	177.6	200.3	234.4	241.5
Business/convention	97.1	115.2	101.9	103.6	114.5	133.3	140.0	157.5	155.6
Weekend*	225.0	262.6	238.4	225.5	211.4	224.0	252.0	274.4	271.7
Auto	371.4	460.7	415.7	396.1	380.9	376.1	405.6	433.7	472.6
Air	102.4	101.3	94.6	116.2	118.8	140.5	143.4	160.7	154.6
Hotel	N/A	N/A	210.3	220.0	229.6	239.3	264.3	300.8	291.4

TABLE 5 U.S. RESIDENT TRAVEL PARTY SIZES, 1980-1988

Travel Party Size (People)	1980	1981	1982	1983	1984	1985	1986	1987	1988
Total	2.09	1.96	1.99	1.96	1.92	1.93	1.89	1.87	1.88
Vacation	2.23	2.14	2.10	2.09	2.07	2.14	2.12	2.12	2.10
Pleasure	2.23	2.14	2.12	2.12	2.09	2.10	2.07	2.03	2.04
Visit friends/relatives	2.28	2.09	2.14	2.11	2.13	2.08	2.06	2.08	1.99
Recreation/entertainment	2.18	2.20	2.09	2.12	2.05	2.12	2.09	1.98	2.08
Business/convention	1.54	1.37	1.50	1.41	1.36	1.39	1.35	1.31	1.36
Weekend*	2.23	2.10	2.12	2.15	2.06	2.10	2.04	2.04	2.06
Auto	2.25	2.10	2.12	2.12	2.08	2.12	2.05	2.05	2.01
Air	1.49	1.45	1.53	1.50	1.47	1.55	1.61	1.49	1.54

*Weekend travel was redefined to include only trips of one to five nights with a stay over Saturday night in 1988. Prior to that, travelers were asked if the trip took place over a weekend or long weekend. As a result, data previous to 1988 listed in Tables 3, 4, 5, 6 and 7 are not strictly comparable to 1988 data.

TABLE 6 AVERAGE ROUND-TRIP DISTANCE OF PERSON-TRIPS, 1983-1988

Average Round-trip Distance (Miles)	1983	1984	1985	1986	1987	1988
Total	770	870	960	970	920	950
Vacation	900	850	980	1,010	920	960
Pleasure	820	810	960	960	890	940
Business/convention	980	950	1,180	1,060	1,170	1,100
Weekend*	540	550	560	700	690	760
Auto	620	620	720	690	640	700
Air	1,870	1,790	2,030	2,110	2,100	2,050

TABLE 7 AVERAGE DURATION OF PERSON-TRIPS, 1985-1988

Average Duration Including 0 (Nights)	1985	1986	1987	1988
Total	5.1	4.8	4.6	4.3
Vacation	5.7	5.5	5.2	4.9
Pleasure	5.5	5.2	4.8	4.6
Visit friends/relatives	5.4	4.8	4.8	4.4
Recreation/entertainment	5.7	5.5	4.9	4.7
Business/convention	4.0	3.5	4.0	3.3
Weekend*	2.6	2.7	2.6	2.7
Auto	4.4	4.2	4.1	3.9
Air	7.5	6.4	6.4	5.7

*Weekend travel was redefined to include only trips of one to five nights with a stay over Saturday night in 1988. Prior to that, travelers were asked if the trip took place over a weekend or long weekend. As a result, data previous to 1988 listed in Tables 3, 4, 5, 6 and 7 are not strictly comparable to 1988 data.

1988 TRAVEL ACTIVITY

As shown in Table 8, characteristics of American travel in 1988 were very similar to the two preceding years.

As in previous years, Americans taking person-trips in 1988 typically traveled by car, without children and in an average travel party of 1.88 people. They traveled most often for pleasure purposes such as to visit friends and relatives, outdoor recreation or entertainment (76 percent). In 1988, 17 percent of all travel was classified as business, 67 percent was considered to be a vacation and 45 percent took place over a weekend or long weekend.

Thirteen percent of all person-trips were day trips and, on average, the overnight traveler was away 4.9 nights. 1988 travelers taking person-trips averaged 950 round-trip miles and were more likely to stay in commercial lodgings than with friends and relatives (43 percent vs. 39 percent).

TABLE 8 PERSON-TRIP CHARACTERISTICS, 1986, 1987 and 1988

	1986	1987	1988
Round-Trip Distance			
200-299 miles	21%	22%	22%
300-399 miles	14	16	16
400-599 miles	17	16	17
600-999 miles	15	16	13
1,000-1,999 miles	14	14	15
2,000 miles or more	13	11	12
Outside U.S.	6	5	6
Total	100%	100%	100%
Average distance (miles) (Domestic travel only)	970	920	950
Mode of Transportation			
Auto/truck/RV	75%	76%	77%
Airplane	21	20	19
Bus	2	2	1
Train	1	1	1
Other	1	1	2
Total	100%	100%	100%

TABLE 8 PERSON-TRIP CHARACTERISTICS, 1986, 1987 AND 1988 (Continued)

	1986	1987	1988
Trip Duration			
No nights	8%	8%	13%
One night	11	11	13
2 or 3 nights	38	40	37
4 to 9 nights	30	30	27
10 nights or more	12	12	11
Total	100%	100%	100%
Average (including 0)	4.2	4.6	4.3
Average (if any)	5.2	5.0	4.9
Type of Lodging*			
Friends, relatives homes	41%	39%	39%
Hotel or Motel	43	44	43
Rented cabin or condo	4	4	3
Owned cabin or condo	3	3	3
Camper, trailer or RV	5	6	5
Other	2	2	2
No overnight stay	8	8	13
Primary Purpose of Trip*			
Visit friends/relatives	39%	37%	35%
Outdoor recreation	16	18	16
Entertainment	22	21	25
Business	12	10	12
Convention	5	7	5
Other	7	7	9
Vacation Travel	67%	65%	67%
Weekend Travel	46%	47%	45%

*Multiple responses allowed.

TABLE 8 PERSON-TRIP CHARACTERISTICS, 1986, 1987 AND 1988 (Continued)

	1986	1987	1988
Use of Travel-Related Services			
Rented a car	8%	8%	7%
Package tour	5	5	4
Consulted travel agent	13	13	11
Travel Party Size			
One	26%	28%	27%
Two	33	29	29
Three	17	15	16
Four	13	12	13
Five or more	11	16	15
Total	100%	100%	100%
Travel Party Structure			
One adult without children	26%	28%	27%
Two or more adults, without children	40	38	38
One or more adults, with children	35	34	35
Total	100%	100%	100%

Base: 1,121.5 million person-trips (1986)
1,191.1 million person-trips (1987)
1,232.5 million person-trips (1988)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

CENSUS REGIONS*

Summary

Attracting more travel than any other census region, the South Atlantic received 229 million person-trips in 1988. However, while the South Atlantic was clearly the most popular destination region, travel volume to that region in 1988 was below 1987 and 1986 levels. (See Table 9).

Travel to the East South Central and the Mountain regions also dropped in 1988 from the previous year. But the news was much better for the remaining six regions which reached their highest level in the past four years.

Regarding regions of travel origin, the New England, East North Central, West South Central, Mountain and Pacific regions generated more travelers in 1988 than in 1987. The volume of person-trips originating in the other regions either remained flat or decreased in 1988 from the previous year. (See Table 10).

TABLE 9 VOLUME OF TRAVEL TO CENSUS REGION OF FINAL DESTINATION

	(Millions of Person-Trips)			
	1985	1986	1987	1988
Census Region of Destination				
New England	46.3	40.0	39.3	49.3
Mid-Atlantic	108.7	95.3	102.8	125.8
South Atlantic	226.0	246.3	240.7	229.2
East South Central	60.8	74.5	86.9	75.6
East North Central	121.3	145.6	145.1	158.4
West South Central	118.4	110.7	128.0	138.8
West North Central	68.9	93.2	95.3	95.5
Mountain	114.9	87.3	112.4	100.5
Pacific	122.1	155.6	171.2	179.5

Note: Regions of Destination will not add to total travel, because travel to destinations outside the U.S. is not included.

*See Appendix C for definitions of census regions.

TABLE 10 VOLUME OF TRAVEL FROM CENSUS REGION OF ORIGIN

Census Region of Origin	(Millions of Person-Trips) 1985	1986	1987	1988
New England	51.6	38.9	51.1	53.5
Mid-Atlantic	153.0	143.4	158.3	158.3
South Atlantic	196.2	197.9	204.5	202.4
East South Central	59.9	73.4	73.4	66.0
East North Central	169.1	216.3	205.2	212.1
West South Central	125.9	138.3	144.7	153.3
West North Central	91.7	97.6	111.6	100.8
Mountain	75.0	64.9	73.2	92.1
Pacific	155.2	151.0	170.1	194.3

Historically, the greatest percentage of person-trips taken to a census region also originated in that same census region (intra-regional travel). In both 1988 and 1987, West South Central, Pacific and East North Central regions showed the highest percentage of travel originating and concluding within the same census region. (See Table 11).

TABLE 11 PERCENT OF PERSON-TRIPS TO REGION OF FINAL DESTINATION FROM REGION OF ORIGIN, 1988

	REGION OF FINAL DESTINATION								
	New Eng	Mid-Atl	Sth Atl	E-S Cnt	E-N Cnt	W-S Cnt	W-N Cnt	Mtn	Pac
(Millions)	49.3	125.8	229.2	75.6	158.4	138.8	95.5	100.5	179.5
Region of Origin									
New Eng.	41%	10%	4%	1%	1%	*	*	1%	1%
Mid-Atl.	34	57	15	2	6	2	2	2	2
Sth. Atl.	8	17	52	20	9	3	4	4	3
E-S Central	1	1	9	31	4	4	2	1	1
E-N Central	10	7	9	29	63	6	23	6	5
W-S Central	1	2	4	12	3	73	8	9	3
W-N Central	1	1	3	4	8	8	49	8	4
Mountain	2	2	1	*	4	2	9	42	12
Pacific	2	2	2	2	1	3	2	28	69
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Inter-regional Travel

By excluding travel originating and concluding in the same census region, data in Table 13 show the net flow of travel from one census region to another (inter-regional travel). A plus sign indicates that a region attracted more travel than it generated and a minus sign indicates that a region attracted less travel than it generated.

As shown in Table 12 and 13, the South Atlantic region lead in attracting travel from outside its own boundaries in 1988, receiving 29 million more person-trips than it generated. East South Central and Mountain were the only other regions that attracted more travel than they generated.

In both 1988 and 1987, Illinois, Indiana, Michigan, Ohio and Wisconsin (East North Central) were clearly the top producers of travel to destinations outside the region. Another major generator for travel outside its own region, the Mid-Atlantic region (New Jersey, New York and Pennsylvania) produced 31 million more person-trips in 1988 than it received. (See Table 12 and 13).

TABLE 12 MILLIONS OF PERSON-TRIPS BY INTER-REGIONAL TRAVEL, 1987 and 1988**

Census Regions	1987 Net Received	1988 Net Received	1987 Net Originated	1988 Net Originated
New England	19.7	29.1	31.7	32.6
Mid-Atlantic	44.2	54.1	98.1	85.5
South Atlantic	110.7	110.0	75.7	81.0
East South Central	64.3	52.2	50.6	42.2
East North Central	52.2	58.6	110.8	112.4
West South Central	32.0	37.5	47.8	52.1
West North Central	35.3	48.7	50.2	53.4
Mountain	76.3	58.3	36.6	49.7
Pacific	59.9	55.6	59.5	68.0

TABLE 13 MILLIONS OF PERSON-TRIPS BY NET FLOW, 1987 and 1988**

Census Regions	1987 Net Flow	1988 Net Flow
New England	-12.0	- 3.5
Mid-Atlantic	-53.9	-31.4
South Atlantic	+35.1	+29.1
East South Central	+13.7	+ 9.9
East North Central	-58.6	-53.8
West South Central	-15.8	-14.6
West North Central	-15.0	- 4.7
Mountain	+39.7	+ 8.6
Pacific	+ 0.4	-12.4

**Excludes person-trips occurring within the same census region of origin and destination.

Note: A plus sign (+) designates a positive net flow and a minus sign (-) designates a negative net flow.

Source: US Travel Data Center's National Travel Survey

MODE OF TRANSPORTATION

Summary

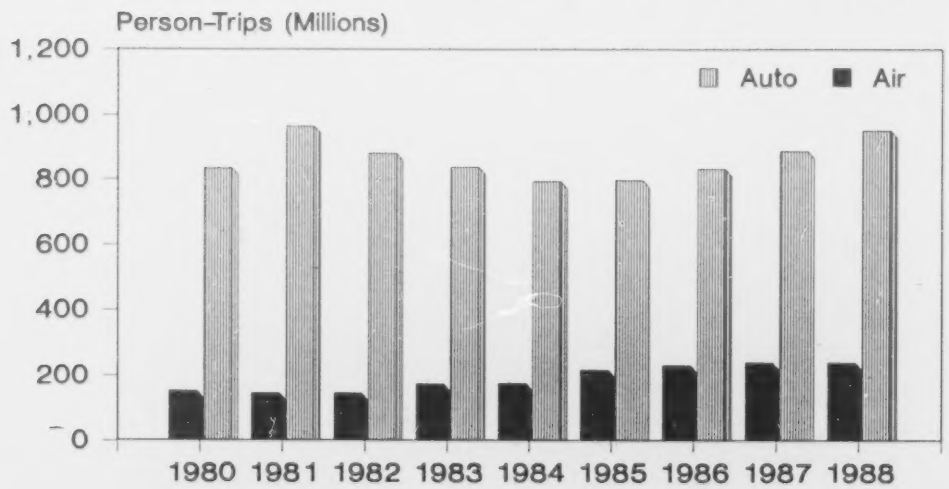
A phenomenal year for travel by car, 1988 automobile person-trips rose 7 percent to reach 952 million, its highest level since 1981. However, while automobile travel grew in 1988, air travel did not fare as well and remained flat from 1987. (See Table 3).

Americans traveling by both car and plane registered shorter average length of stays in 1988, continuing the trend toward shorter durations for the fourth consecutive year. However the same was not true for average round-trip distances -- those using a car traveled further while those traveling by air stayed closer to home in 1988 compared to 1987. (See Tables 6 and 7).

Demographic Profile

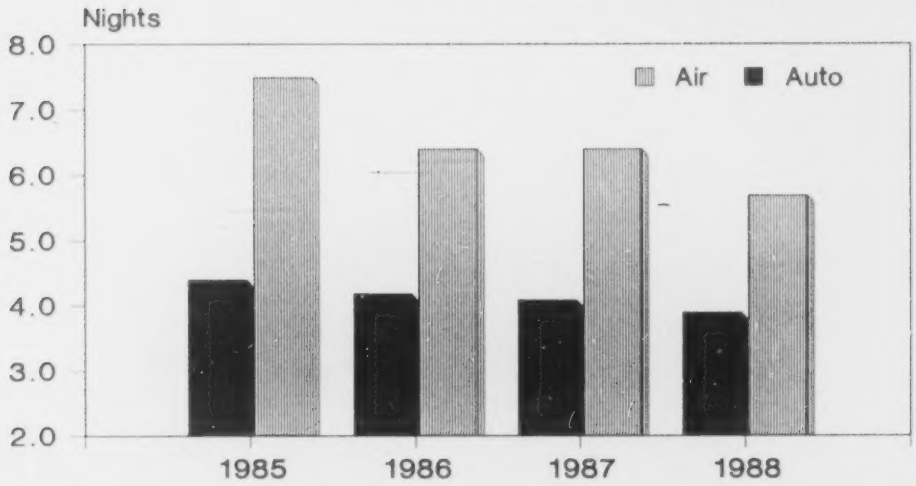
As shown in Table 14, while demographic profiles for travelers taking air and automobile trips were similar in a number of areas, those traveling by air were more upscale in terms of education, occupation and income. Americans taking air trips in 1988 were much more likely to be college graduates than those traveling by car. Those traveling by air were also more likely to work in professional/managerial jobs and have a family income of $50,000 or more.

FIGURE 4 AUTO AND AIR TRAVEL
FULL YEAR 1980-1988



Source: US Travel Data Center's National Travel Survey

FIGURE 5 AIR AND AUTO AVERAGE DURATIONS 1985-1988



Source: US Travel Data Center's National Travel Survey

TABLE 14 AIR AND AUTOMOBILE TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips)		
	Total	Auto	Air
Base (Millions)	656.1	472.6	154.6
Individual Characteristics			
Male	57%	56%	60%
Female	43	44	40
Married	59%	61%	57%
Not Married	41	39	43
18-24 years	15%	16%	14%
25-34 years	25	25	28
35-44 years	23	24	23
45-54 years	15	15	18
55-64 years	10	11	9
65-74 years	8	8	6
75 and over	3	3	3
Average Age	41	41	40
College complete or more	33%	28%	47%
Graduate work	11	9	17
Professional/managerial	18%	16%	26%
Other white collar	34	32	39
Blue Collar	18	20	11
Retired	13	13	10
Household Characteristics			
Less than $20,000	22%	24%	16%
$20,000-$29,000	21	24	21
$30,000-$39,000	20	20	19
$40,000-$49,000	13	12	14
$50,000-$74,999	14	13	17
$75,000 or more	9	6	13
One Person	20%	18%	24%
Two people	32	32	32
Three or more people	48	50	44
Children in household	39%	39%	36%
One wage earner	41%	40%	44%
Two wage earners	38	38	38
Own home	71%	71%	73%
Rent home	29	29	27

BUSINESS TRAVEL

Summary

Business travel leveled off in 1988, after increasing each of the previous five years. Overall, Americans taking business trips averaged shorter round-trip distances in 1988 than in 1987 and also shortened their average duration on a trip to 3.3 nights in 1988, the lowest average duration in the past four years. (See Tables 4, 6 and 7)

Including travel described as business or attending a convention, seminar or meeting, the business segment is discussed in terms of trips rather than person-trips, because business travel does not typically involve other members of the household traveling for the same business purpose.

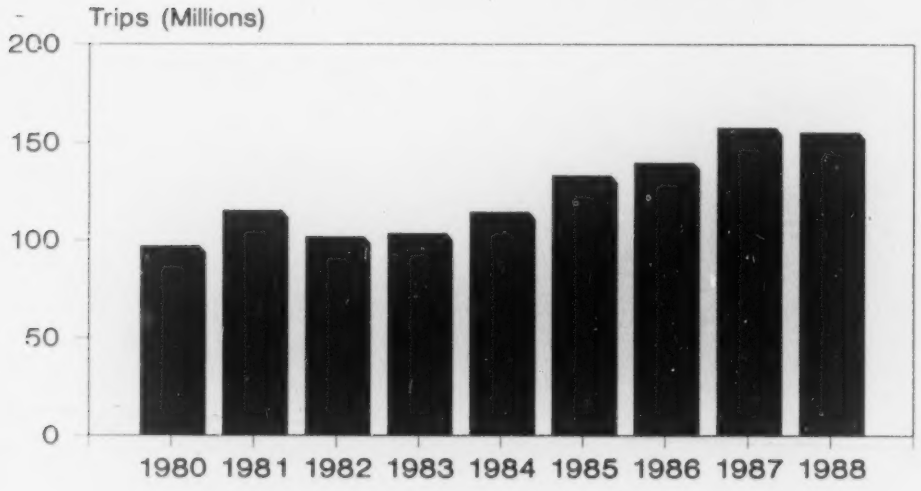
Not surprisingly, business travel differed significantly from other travel types. Travel for business reasons was much more likely than total travel to involve travel by air (43 percent vs. 24 percent), use of a hotel (67 percent vs. 44 percent) and longer distances (1,100 miles vs. 970 miles) than. Although business travel tended to involve longer distances, trips were also more likely to be day trips (20 percent vs. 14 percent) or involve shorter average length of overnight stay than total trips (3.8 nights vs. 4.8 nights). Interestingly, in 1988, 8 percent of business travel was also considered to be a vacation and 23 percent was taken over a weekend or a long weekend.

Demographic Profile

The business segment is the only type of travel, monitored by the National Travel Survey, which is clearly dominated by males. Seventy-one percent of all surveyed business trips in 1988 were taken by men compared to 54 percent of all pleasure trips. A greater percentage of business trips were taken by travelers aged 35 to 44 years old compared to other types of travel. Also, U.S. residents taking business trips were more likely to be better educated, work in a white collar job and have a higher family income than all travelers. (See Table 15).

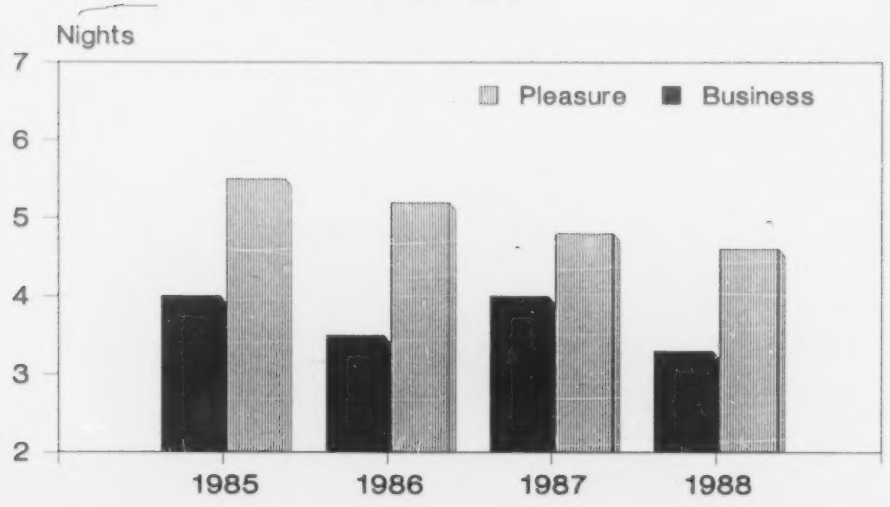
Note: For more detailed information and analysis of U.S. resident business and convention travel, see: US Travel Data Center and Murdoch Magazines, 1988 Survey of Business Travelers.

FIGURE 6 VOLUME OF BUSINESS TRAVEL 1980-1988



Source: US Travel Data Center's National Travel Survey

FIGURE 7 BUSINESS AND PLEASURE AVERAGE DURATIONS 1985-1988



Source: US Travel Data Center's National Travel Survey

TABLE 15 BUSINESS AND PLEASURE TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips) Total	Business	Pleasure
Base (Millions)	656.1	155.6	455.3
Individual Characteristics			
Male	57%	71%	54%
Female	43	29	46
Married	59%	62%	58%
Not Married	41	38	42
18-24 years	15%	10%	17%
25-34 years	25	28	25
35-44 years	23	32	21
45-54 years	15	17	14
55-64 years	10	9	10
65-74 years	8	2	9
75 and over	3	2	4
Average Age	41	39	41
College complete	33%	50%	28%
Graduate work	11	18	9
Professional/managerial	18%	30%	14%
Other white collar	34	45	32
Blue Collar	18	15	18
Retired	13	2	15
Household Characteristics			
Less than $20,000	22%	11%	25%
$20,000-$29,000	21	16	23
$30,000-$39,000	20	17	21
$40,000-$49,000	13	17	12
$50,000-$74,999	14	21	12
$75,000 or more	9	18	7
One Person	20%	21%	19%
Two people	32	28	33
Three or more people	48	50	47
Children in household	39%	41%	38%
One wage earner	41%	46%	40%
Two wage earners	38	40	38
Own home	71%	74%	70%
Rent home	29	26	30

PLEASURE TRAVEL

Summary

Unlike business travel, 1988 was a good year for pleasure travel. Including travel for entertainment, outdoor recreation and visits to friends and relatives, pleasure travel reached its highest level in the history of the National Travel Survey as it soared to 928 million person-trips in 1988. (See Table 3).

Continuing the trend toward shorter stays, the average duration of pleasure travel dropped from 4.8 in 1987 to 4.6 in 1988 while average round-trip distance rebounded after a decline in 1987. (See Tables 6 and 7).

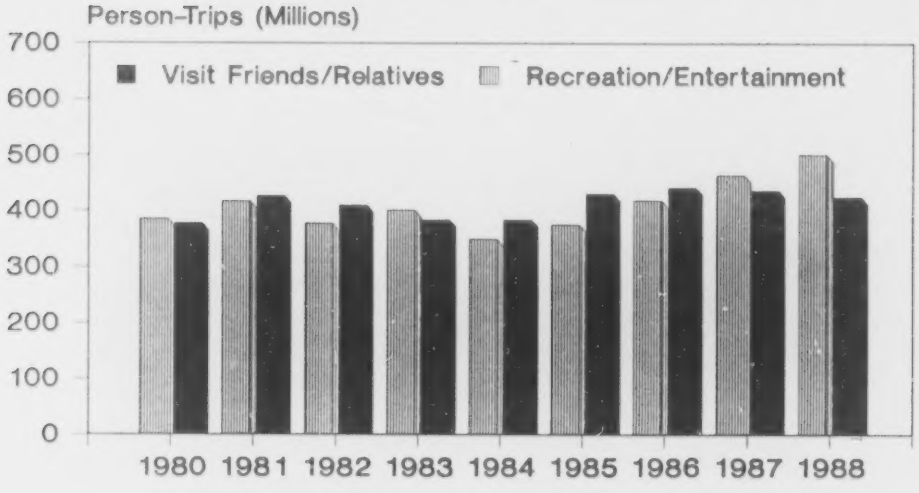
An important trend in pleasure travel first became evident in 1986 when travel for recreation/entertainment increased at a higher rate than visits to friends and relatives. Prior to 1986, visits to friends and relatives usually increased more than recreation/entertainment. However, during the past three years, the volume of travel for recreation/entertainment has increased at least 8 percent a year while visits to friends and relatives remained flat or declined. As a result, the increase in pleasure travel in recent years is almost completely due to the increase in travel for outdoor recreation/entertainment. (See Table 3). The decrease in visits to friends/relatives and accompanying increase in outdoor recreation/entertainment has a positive impact on the travel industry, because it suggests consumers are devoting more of the family travel budget to pay for lodging, eating in restaurants, visits to amusement and theme parks.

In 1988, 54 percent of all pleasure person-trips were taken for recreation/entertainment purposes while 46 percent involved visits to friends and relatives. Eleven percent of all pleasure person-trips were day trips and nearly one in two (49 percent) took place over a weekend or long weekend. Seventeen percent of all pleasure person-trips were not considered to be vacation trips.

Demographic Profile

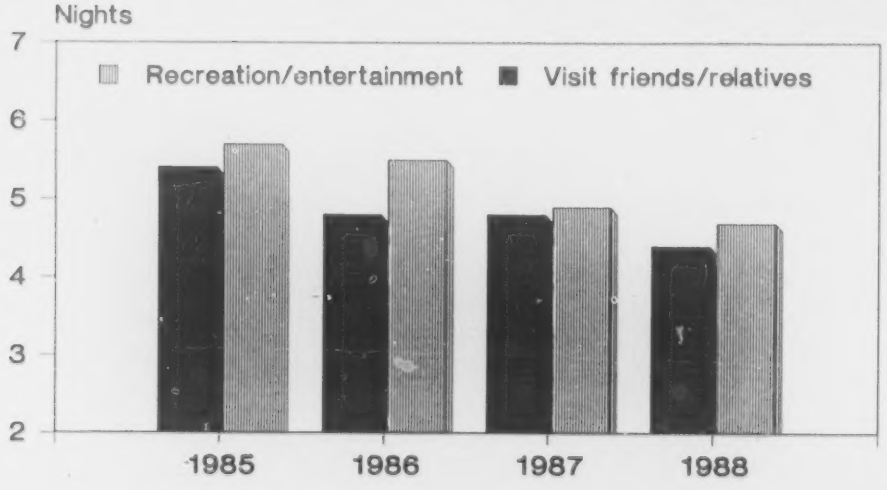
Seventy-five percent of total travel is considered to be pleasure travel. Consequently, U.S. adults taking pleasure trips were very similar to all adults taking trips. Americans taking pleasure trips were most likely to be home-owners (70 percent); to live in a household with three or more people (47 percent); and to have household incomes of $30,000 or more (52 percent). (See Table 16).

FIGURE 8 VISIT FRIENDS/RELATIVES VS. RECREATION/ENTERTAINMENT 1980-1988



Source: US Travel Data Center's National Travel Survey

FIG. 9 FRIENDS/RELATIVES AND RECREATION/ENTERTAINMENT AVG. DURATIONS 1985-1988



Source: US Travel Data Center's National Travel Survey

TABLE 16 PLEASURE AND BUSINESS TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips)		
	Total	Pleasure	Business
Base (Millions)	656.1	455.3	155.6
Individual Characteristics			
Male	57%	54%	71%
Female	43	46	29
Married	59%	58%	62%
Not Married	41	42	38
18-24 years	15%	17%	10%
25-34 years	25	25	28
35-44 years	23	21	32
45-54 years	15	14	17
55-64 years	10	10	9
65-74 years	8	9	2
75 and over	3	4	2
Average Age	41	41	39
College complete	33%	28%	50%
Graduate work	11	9	18
Professional/managerial	18%	14%	30%
Other white collar	34	14	14
Blue Collar	18	18	15
Retired	13	15	2
Household Characteristics			
Less than $20,000	22%	25%	11%
$20,000-$29,000	21	23	16
$30,000-$39,000	20	21	17
$40,000-$49,000	13	12	17
$50,000-$74,999	14	12	21
$75,000 or more	9	7	18
One Person	20%	19%	21%
Two people	32	33	28
Three or more people	48	47	50
Children in household	39%	38%	41%
One wage earner	41%	40%	46%
Two wage earners	38	38	40
Own home	71%	70%	74%
Rent home	29	30	26

VACATION TRAVEL

Summary

A banner year for vacation travel, 1988 broke all previous records by at least 7 percent as it registered the highest volume of vacation person-trips ever recorded in the National Travel Survey. After suffering declines in 1982 and 1983, vacation travel has been steadily increasing each year since then. (See Table 3).

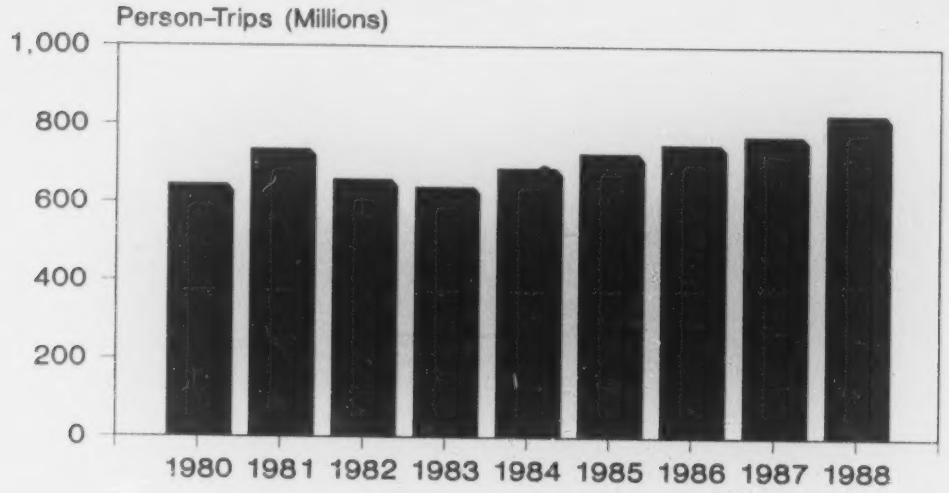
Just as with pleasure travel, 1988 vacation travel showed a continuation of the trend toward shorter stays, while average round-trip distance was up after a large decline in 1987. (See Tables 6 and 7).

Vacationers in 1988 typically traveled by automobile (80 percent) and were nearly equally divided between staying with friends and relatives (44 percent) or in a hotel (42 percent). Family vacation travel is still part of American life as 40 percent of all vacation person-trips were taken with children. Also, only 19 percent of vacation travel was taken without any other household members compared to 27 percent of total travel.

Demographic Profile

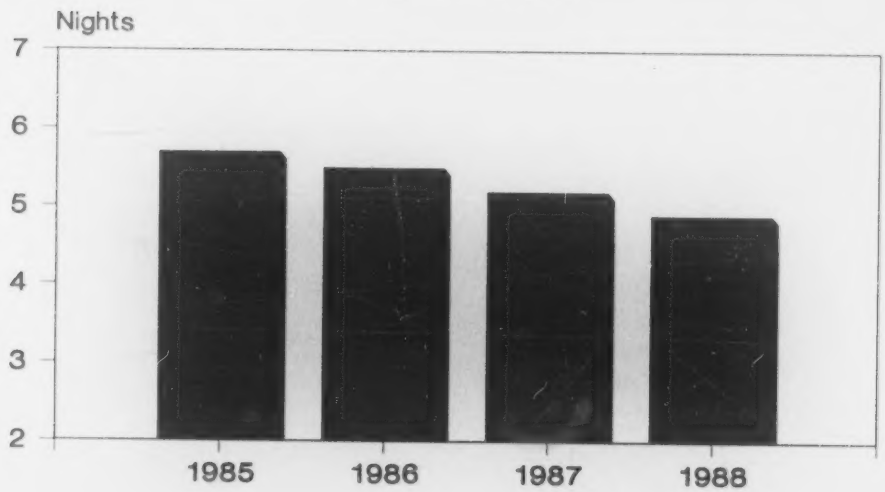
Because a large percentage of all person-trips were considered to be vacations (67 percent), U.S. adults taking vacation trips were very similar to all adults taking trips. Americans taking vacation trips were most likely to be home-owners; 46 percent lived in a household with three or more people; and 54 percent had a household income of $30,000 or more. (See Table 17).

FIGURE 10 VOLUME OF VACATION TRAVEL 1980-1988



Source: US Travel Data Center's National Travel Survey

FIGURE 11 AVERAGE DURATION OF VACATION TRAVEL 1985-1988



Source: US Travel Data Center's National Travel Survey

TABLE 17 VACATION TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips) Total	Vacation
Base (Millions)	656.1	396.2
Individual Characteristics		
Male	57%	58%
Female	43	48
Married	59%	58%
Not Married	41	42
18-24 years	15%	17%
25-34 years	25	25
35-44 years	23	20
45-54 years	15	14
55-64 years	10	11
65-74 years	8	10
75 and over	3	4
Average Age	41	41
College complete	33%	28%
Graduate work	11	9
Professional/managerial	18%	14%
Other white collar	34	30
Blue Collar	18	18
Retired	13	17
Household Characteristics		
Less than $20,000	22%	24%
$20,000-$29,000	21	23
$30,000-$39,000	20	21
$40,000-$49,000	13	13
$50,000-$74,999	14	13
$75,000 or more	9	7
One Person	20%	20%
Two people	32	34
Three or more people	48	46
Children in household	39%	37%
One wage earner	41%	38%
Two wage earners	38	38
Own home	71%	71%
Rent home	29	29

WEEKEND TRAVEL

Summary

1988 weekend travel was redefined to include only trips of one to five nights with a stay over Saturday night. Prior to 1988, travelers were just asked if the trip took place over a weekend or long weekend. As a result, data previous to 1988 listed in Tables 3, 4, 5, 6 and 7 are not strictly comparable to 1988 results. Under the new criteria, 1988 weekend travel reached 560 million person-trips and 272 million trips and averaged 2.7 nights and 760 round-trip miles.

The characteristics of weekend person-trips were significantly different from pleasure or vacation person-trips taken in 1988. As may be expected, weekend travel, on average, involved much shorter round-trip distances than all pleasure travel (760 miles vs. 940 miles). And, weekenders were even more likely to get away by car than all travelers (85 percent vs. 77 percent). Other weekend trip characteristics, such as travel party size and inclusion of children did not show substantial differences from total travel.

Demographic Profile

Weekenders differed significantly from all Americans taking trips in terms of family income -- 41 percent of Americans taking weekend trips had family incomes of $50,000 or more compared to 23 percent of all travelers. However, weekenders were very similar to all travelers in other demographic characteristics. (See Table 18).

TABLE 18 WEEKEND TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips) Total	Weekend
Base (Millions)	656.1	271.7
Individual Characteristics		
Male	57%	57%
Female	43	47
Married	59%	57%
Not Married	41	43
18-24 years	15%	19%
25-34 years	25	28
35-44 years	23	22
45-54 years	15	15
55-64 years	10	8
65-74 years	8	6
75 and over	3	1
Average Age	41	39
College complete	33%	30%
Graduate work	11	10
Professional/managerial	18%	16%
Other white collar	34	34
Blue Collar	18	21
Retired	13	10
Household Characteristics		
Less than $20,000	22%	15%
$20,000-$29,000	21	15
$30,000-$39,000	20	16
$40,000-$49,000	13	14
$50,000-$74,999	14	21
$75,000 or more	9	20
One Person	20%	19%
Two people	32	31
Three or more people	48	49
Children in household	39%	39%
One wage earner	41%	41%
Two wage earners	38	40
Own home	71%	68%
Rent home	29	32

USE OF HOTELS

Summary

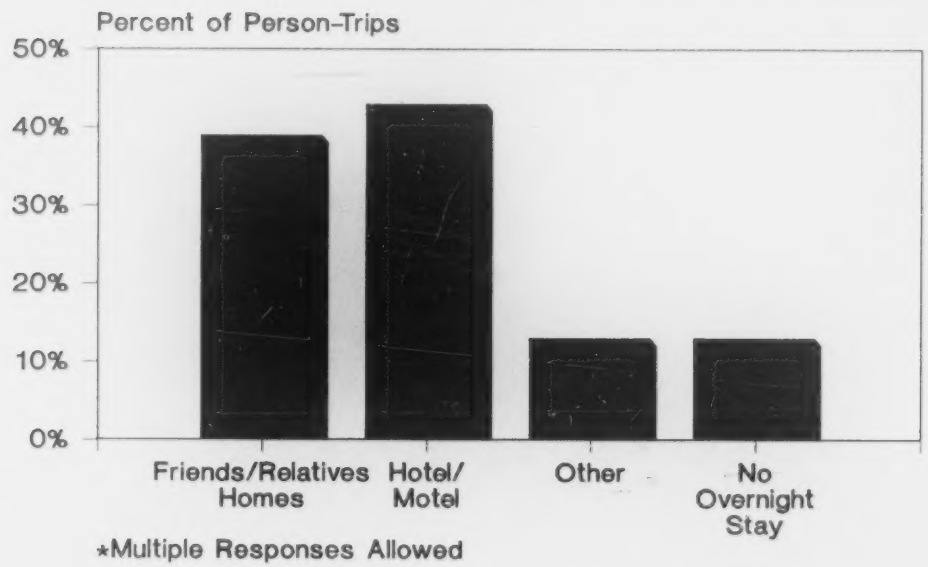
The number of trips involving at least one night in a hotel remained relatively stable in 1988, hovering close to the 300 million mark reached in 1987. The average round-trip distance for hotel patrons also remained relatively stable. However, continuing the trend toward shorter durations observed in all types of travel, the average number of nights spent in a hotel dropped for the fourth consecutive year in 1988. (See Tables 3, 4 and 5).

As in previous years, hotel patrons were much more likely to be traveling by airplane or for business reasons than all travelers.

Demographic Profile

Surprisingly, there were no major demographic differences between hotel patrons and all Americans taking trips, except hotel patrons were more likely to be men, reflecting the heavier concentration of men among business travelers. (See Table 19).

FIGURE 12 TYPE OF LODGING* 1988



*Multiple Responses Allowed

Source: US Travel Data Center's National Travel Survey

TABLE 19 HOTEL TRIPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips) Total	Hotel
Base (Millions)	656.1	291.4
Individual Characteristics		
Male	57%	62%
Female	43	37
Married	59%	62%
Not Married	41	38
18-24 years	15%	12%
25-34 years	25	25
35-44 years	23	27
45-54 years	15	16
55-64 years	10	10
65-74 years	8	8
75 and over	3	3
Average Age	41	41
College complete	33%	36%
Graduate work	11	13
Professional/managerial	18%	21%
Other white collar	34	38
Blue Collar	18	16
Retired	13	12
Household Characteristics		
Less than $20,000	22%	24%
$20,000-$29,000	21	22
$30,000-$39,000	20	22
$40,000-$49,000	13	12
$50,000-$74,999	14	12
$75,000 or more	9	8
One Person	20%	19%
Two people	32	31
Three or more people	48	50
Children in household	39%	40%
One wage earner	41%	42%
Two wage earners	38	38
Own home	71%	75%
Rent home	29	25

TRAVEL BY AGE GROUP

Summary

As shown in Table 3, the senior travel market (Americans 55 years of age and older) stabilized in 1988 after declining 7 percent in 1987. Climbing closer to its 1986 high, seniors took 226 million person-trips in 1988. In the same year, Americans aged 18-34 took 406 million person-trips and those aged 35-54 took 421 million person-trips.

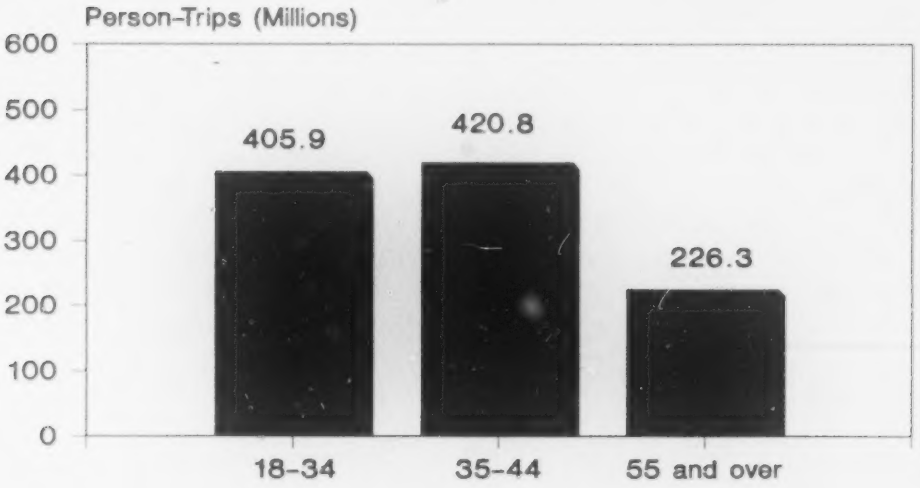
When comparing travelers in the 18-34, 35-54 and senior age groups, interesting differences emerge. Seniors were much more likely to stay away longer than travelers in other age groups -- 18 percent of seniors stayed 10 or more nights away from home compared to only 9 percent of travelers aged 18-54. Seniors were also more likely to stay on trips longer in 1988, but they were also much more likely to travel with just one other household member. In addition, a larger percentage of seniors considered their trip to be a vacation. Seniors, however, were least likely to travel over a weekend or long weekend or to travel for business reasons.

Interestingly, a much higher proportion of the 35-54 age group stayed in a hotel and a much lower proportion of that group stayed with friends and relatives compared to the other age groups. Also, a lower percentage of the 35-54 group traveled for pleasure reasons or for a vacation. A significantly higher percentage of the 18-34 group traveled without any other household members and traveled over a weekend or long weekend.

Demographic Profile

As shown in Table 20, travelers in the three age groups considered in this report differed significantly on almost every demographic characteristic. As may be expected, the senior age group showed the most substantial differences, especially in education and occupation.

FIGURE 13 VOLUME OF TRAVEL BY AGE GROUP 1988



Source: US Travel Data Center's National Travel Survey

TABLE 20 TRIPS BY AGE GROUPS ACCORDING TO DEMOGRAPHIC CHARACTERISTICS OF U.S. ADULT TRAVELERS, 1988

	(Projected to Trips)			
	Total	18-34	35-54	55 and over
Base (Millions)	656.1	265.9	251.7	138.5
Individual Characteristics				
Male	57%	60%	59%	49%
Female	43	40	41	51
Married	59%	41%	76%	65%
Not Married	41	59	24	35
18-24 years	15%	37%	*	*
25-34 years	25	63	*	*
35-44 years	23	*	61	*
45-54 years	15	*	39	*
55-64 years	10	*	*	49
65-74 years	8	*	*	36
75 and over	3	*	*	15
Average Age	41	26	43	66
College complete	33%	33%	37%	24%
Graduate work	11	7	16	9
Professional/managerial	18%	15%	26%	10%
Other white collar	34	40	38	17
Blue Collar	18	20	20	10
Retired	13	*	2	56
Household Characteristics				
Less than $20,000	22%	26%	10%	39%
$20,000-$29,000	21	25	16	23
$30,000-$39,000	20	19	24	15
$40,000-$49,000	13	12	16	8
$50,000-$74,999	14	12	20	9
$75,000 or more	9	8	14	7
One Person	20%	20%	15%	27%
Two people	32	27	25	54
Three or more people	48	53	60	18
Children in household	39%	42%	51%	8%
One wage earner	41%	43%	42%	36%
Two wage earners	38	43	44	17
Own home	71%	49%	83%	92%
Rent home	29	51	17	8

APPENDICES

GLOSSARY OF TERMS

Air Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "airplane."

Auto Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper or RV)."

Business Trip. Any trip where the purpose of the trip is given as "business, convention, seminar or meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, South Atlantic, East South Central, East North Central, West South Central, West North Central, Mountain, and Pacific.

Destination. The farthest destination reached by the respondent on one trip.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined annual income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Lodging. Information is gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Nights Away from Home. The number of nights spent away from home on one trip, including nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. A pre-paid travel package which includes at least a place to stay and transportation by air or bus.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. Any trip where the purpose of the trip is given as "visits to friends and relatives, outdoor recreation (hunting, fishing, boating, camping) or entertainment (sightseeing, theater, sports)."

Primary Purpose of Trip. The primary purpose is the main activity on this trip and is classified as follows: (1) visit friends and relatives, (2) convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip is ascribed to each person on the trip. If a trip is taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips are counted for this purpose.

Round-Trip Miles. These are the twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-Line Miles."

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates. Straight-line miles are calculated by computer program and adjusted to trip distance.

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of household members on a trip determine the party structure of a trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Vacation Trip. Vacation is considered to be an occasion when trips are taken, but is not listed as a purpose or reason for travel. The respondent is asked for each trip reported, "Was this a vacation trip?"

Weekend Trip. Each trip was classified as to whether it is weekend trip by asking the respondents, "Was this a weekend or long weekend trip" for each trip reported.

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____

LOCATION NUMBER_____PHONE #_____

Hello, my name is _____ and I am calling for the US Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult?	1 MALE	2 FEMALE
What is the sex of the next oldest adult?	1 MALE	2 FEMALE
CONTINUE FOR EACH ADULT IN HOUSEHOLD.	1 MALE	2 FEMALE
-	1 MALE	2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, **one way**, since January 1, 19__? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (IF NO, GO TO Z1)

4. Did you take any trips away from home 75 miles or more, **one way**, between the 1st and the ____ of (Current Survey Month)? Include trips that may have started in previous month but ended after the 1st of (Current Survey Month). 1 YES 2 NO- (IF NO, GO TO Z1)

IF "YES", ASK:

5. How many trips of 75 miles or more, **one way**, have you taken away from home during (Current Survey Month)?

_____

FILL OUT Q.6-21 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

6. Thinking of your **first trip** in (Current Survey Month), how many other members of your household, if any, went on this trip?

_____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q.8 BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____	YEARS	1	MALE	2 FEMALE
PERSON #2	_____	YEARS	1	MALE	2 FEMALE
PERSON #3	_____	YEARS	1	MALE	2 FEMALE
PERSON #4	_____	YEARS	1	MALE	2 FEMALE
PERSON #5	_____	YEARS	1	MALE	2 FEMALE

8. Thinking of the entire trip, what was the total number of **nights** that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q.12 BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed **overnight** on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q.8)

11. In what types of lodging did you stay when were in **each state/country**? ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the **farthest place** you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

IF NUMBER OF NIGHTS (Q.8) SPENT AWAY FROM HOME IS 1-5, ASK:
14. Were you away over a Saturday night? 1 YES 2 NO
3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q.15 ASK:
16. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

17. What was the one type of transportation used to cover most of the miles on this trip? (READ CATEGORIES BELOW)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8
RENTAL CAR	9

18. Did you rent a car at any time on this trip? 1 YES 2 NO

19. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

20. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

21. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY
2 FEBRUARY
3 MARCH
4 APRIL
5 MAY
6 JUNE
7 JULY
8 AUGUST
9 SEPTEMBER
O OCTOBER
X NOVEMBER
Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip? _____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. What will be your final vacation destination (the farthest point you will reach)? (RECORD CITY AND STATE OR COUNTRY)

_____

Z6. Will your destination be more than 500 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER
9 RENTAL CAR

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?

1 YES
2 NO
3 DON'T KNOW

Z10. How many other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE, ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?

1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED
6 REFUSED

D2. Are you currently employed full or part-time?

1 YES
2 NO

IF YES, ASK:
D3. What is your occupation? _____

IF NO, ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?

1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK
6 REFUSED

D7. Do you own or rent your home?

1 OWN
2 RENT
3 REFUSED

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE
5 REFUSED

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or between $40,000 and $49,999, between $50,000 and $74,999, between $75,000 and $99,999 or $100,000 or more per year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 BETWEEN $40,000 AND $49,999
6 BETWEEN $50,000 AND $74,999
7 BETWEEN $75,000 AND $99,999
8 $100,000 OR MORE
9 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCARD
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE
8 REFUSED

D12. What is your zip code number? ___ ___ ___ ___ ___

D14. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi, Tennessee

West South Central - Arkansas, Louisiana, Oklahoma, Texas

East North Central - Indiana, Illinois, Michigan, Ohio, Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific - California, Oregon, Washington
(Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, internally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month. In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

SAMPLING ERROR

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. Accordingly, the following table may be used as a guide in determining the range for the major categories of projected trips and person-trips at the 95 percent confidence level.

	PERSON-TRIPS (Millions)		TRIPS (Millions)	
	Estimate	Range	Estimate	Range
Total	1,232.5	1,228.0 - 1,237.0	656.1	652.6 - 659.6
Vacation	830.9	826.9 - 834.9	396.2	393.2 - 399.2
Pleasure	927.9	923.9 - 931.9	455.3	452.3 - 458.3
Visit frnds/rel	425.8	422.8 - 428.8	213.8	211.3 - 216.3
Recrt/ent	502.1	499.1 - 505.1	241.5	239.0 - 244.0
Business/conv	211.7	209.2 - 214.2	155.6	153.6 - 157.6
Weekend	560.0	557.0 - 563.0	271.7	269.2 - 274.2
Auto	952.2	948.2 - 956.2	472.6	469.6 - 475.6
Air	238.6	236.1 - 241.1	154.6	152.6 - 156.6
Hotel	531.9	528.9 - 534.9	291.4	288.9 - 293.9
18-34 age group	405.9	399.9 - 411.9	265.9	260.9 - 270.9
35-54 age group	420.8	414.8 - 426.8	251.7	246.7 - 256.7
Seniors (55+)	226.3	221.3 - 231.3	291.4	286.4 - 296.4
New England	49.3	47.3 - 51.3	35.8	33.8 - 37.8
Mid-Atlantic	125.8	121.8 - 129.8	69.0	67.0 - 71.0
South Atlantic	229.2	224.2 - 234.2	120.7	117.7 - 123.7
East South Central	75.6	73.6 - 77.6	40.0	38.0 - 42.0
East North Central	158.4	154.4 - 162.4	83.2	80.2 - 86.2
West South Central	138.8	135.8 - 141.8	73.9	71.9 - 75.9
West North Central	95.5	93.5 - 97.5	49.4	47.4 - 51.4
Mountain	100.5	97.5 - 103.5	53.3	51.3 - 55.3
Pacific	179.5	175.5 - 183.5	98.6	95.6 - 101.6

When examining percentage distributions of trip and person-trip characteristics for the major categories reported above, it may be helpful to refer to the following chart, which indicates the approximate statistical variability of the estimates contained in this report at the 95 percent confidence level.

APPROXIMATE SAMPLING TOLERANCE FOR SURVEY PERCENTAGES AT OR NEAR THESE LEVELS

SAMPLE SIZE	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
100	7%	10%	11%	12%	12%
500	3	4	5	5	5
700	3	3	4	4	4
1,000	2	3	4	4	4
1,500	1	2	3	3	3

SAMPLE CHARACTERISTICS
Full Year 1988

Number of telephone interviews completed	18,273
Number of respondents reporting one or more qualifying trips*	4,037
Total number of qualifying trips	6,359

*A trip must be at least 100 miles away from home to qualify for the National Travel Survey.